Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Gulftane Debuts Spark Price Cuts in More Markets

HOUSTON, Nov. 30—Gulf Oil, whose introduction of lower-price Gulftane in several U.S. markets has brought counter-moves from other major brands and by independents (AA, Nov. 20), has pushed the project to around 40 markets.

Gulf, which designed Gulftane to sell 2¢ below the price of regular gas, has discovered that independent competitors drop their price a penny or two below Gulftane, while major competitors have come in at a penny above Gulftane.

Besides Detroit, where Gulftane has bobbed amid a rash of price drops, the company has gone into Cincinnati, Newark, New Orleans, Pittsburgh, Philadelphia, Syracuse, Toledo, Houston and some smaller markets.

■ These represent additions to the first four test markets, all of which found stiff resistance: Buffalo, Indianapolis, Norfolk and San Antonio.

In each case, Gulftane was introduced along with the company's premium blend, Gulf No-Nox, via individual b&w pages on each gas. Follow-up ads were b&w double-trucks, and these showed the relationship of all three grades, including Good Gulf, the middle grade. The next ads were repeats of the separate Gulftane and No-Nox insertions.

■ The newspaper promotion, which includes more than 200 newspapers in 150 markets, is new for Gulf. The double trucks and pages (there are a few ads of 1,400 and 1,600 lines) are the company's first recent step into print beyond Sunday supplements and magazines which in the past have accounted for most of Gulf's $10,000,000 budget. About 70% of this has gone into media, including b&w

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No-Nox
Good Gulf
Gulftane
GULF DELIVERS 3 GREAT GASOLINES TO LOWER YOUR COST OF DRIVING!
GULF

TRIPLE TRUCK AD—*This double-page ad in 200 newspapers in 150 markets introduces the new lineup of gasoline grades for Gulf Oil Corp. This ad is scheduled to follow twin page insertions in earlier editions for the new No-Nox and Gulftane grades.*

Philco, Food Fair Set Appliance Deal; Degrades Selling: Motorola's Herkes

Appliances to Go for Register Tapes from Food Fair Supermarts

PHILADELPHIA, Nov. 28—The Philco Instant Dividend supermarket plan is beginning to take on major proportions with an announcement expected by the company in the next week or two that this effort to encourage appliance and tv set sales through food stores is now an established fact.

With Food Fair, one of the nation's largest food chains, prepared to begin in the Lansdale area of suburban Philadelphia, this will mark a highlight. Until the Food Fair plan was concluded, Philco had been unable to make any penetration of its own home market.

Food Fair is expected to institute the plan in its other eastern areas and in its southern division, headquartered in Florida and

(Continued on Page 12)

'We're Brainwashed,' He Says; Asks, 'What About Other Dealers?'

CHICAGO, Nov. 29—S. R. Herkes, vp of marketing, consumer products, Motorola Inc., last night attacked "instant dividend" or "appliance bonus" plans which are currently in operation in various sections of the U. S.

"I submit that the American consumer electronics and appliance business has been brainwashed," Mr. Herkes said in a talk before the Chicago alumni chapter of Alpha Delta Sigma. "We've come to look for short cuts to sales.

"We've come to accept the idea that mass merchandising is somehow a substitute for salesmen because this technique has proved to be effective in moving mass market items like soap, cigarets,

(Continued on Page 12)

Regina Must Police List Price Use by Co-op-Aided Stores: FTC Examiner

In Addition, Court Questions Interpretation of 'Good Faith' by FTC

WASHINGTON, Nov. 30—A Federal Trade Commission hearing examiner held today that Regina Corp. has a responsibility to see that its suggested list prices are not used deceptively by retailers who receive co-op assistance in promoting Regina vacuum cleaners and polishers.

Examiner Herman Tocker ruled that Regina may continue to use "suggested list prices" even though they ordinarily are in excess of the usual selling price of its products. He said the use of such suggested list prices is not in itself an evil, so long as the company does not cooperate with retailers who imply that the suggested list is the actual selling price.

If upheld by the commission, the case will be a landmark in the electric appliance industry, where suggested list prices regularly have little relation to sales price. For at least three years the industry has been under heavy fire from FTC, which contends that the suggested list prices are being used to exaggerate the discounts which retailers are offering.

■ A second FTC case in the field of cooperative advertising bounded back for further commission consideration today after the court of appeals of the District of Columbia ruled that the commission misinterpreted the Robinson-Patman Act when it refused to let advertisers use the "good faith" defense

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P&G Shifts Tide to Compton, *Duz to Grey*

'Earthshaking' Move Totals $11,500,000; Startles Madison Ave.

CINCINNATI, Dec. 1—Procter & Gamble, the company that remains loyal to its agencies and moves an account only as a last resort, this week moved its top brand, Tide, from Benton & Bowles to Compton Advertising. Then, to avoid creating a product conflict, it shifted Premium Duz detergent from Compton to Grey Advertising. The realignment is effective March 1.

The account shift was a stunner for Madison Ave. One observer termed it "earthshaking." Another said he couldn't recall "P&G ever moving an account of that size before. It just isn't the way that company operates—they do everything to avoid changing agencies," he said. "They think it's bad for everybody. There must have been many Dutch uncle conversations and a great number of solutions tried over the past several years before the change was made."

■ Benton & Bowles has handled Tide ever since its introduction in 1946. Blasting off with a huge sampling and advertising push—"Tide's in, dirt's out"—the detergent quickly established itself as the nation's largest selling laundry product. The first all-purpose detergent, it "made" the field. At one point, it had 33% to 34% of the market (regionally, it went as high as 50%-60%). In its heyday, it was spending about $13,000,000-$15,000,000 in commissionable billings, with another $6,000,000 in sales promotion.

■ Today, those figures have been whittled away. Share of market in

(Continued on Page 89)

Bates Acquires Agence Francaise

French Agency Bills $4,000,000 Through 25 Consumer Accounts

NEW YORK, Dec. 1—Ted Bates & Co. has moved into continental Europe with the acquisition of Agence Francaise de Propagande.

In negotiation for several months, the merger with the French agency, which reported billings close to $4,000,000 last year, was concluded this week. It resulted in the establishment of a new agency, A.F.P.-Ted Bates S.A., with offices at 61 Avenue Hoche and 56 rue Arsene Houssaye, both in Paris.

A.F.P.-Ted Bates S.A. represents the third international expansion for Bates in as many years. In 1959, Hobson, Bates & Partners Ltd. was formed in London, and last year, Spitzer, Mills & Bates Ltd. was formed in Toronto and Montreal.

The new French company will be "completely autonomous and wholly French," the announcement emphasized, with the present staff continuing to run the business.

■ Armand de Malherbe, 36, formerly managing director of Agence

(Continued on Page 98)

Last Minute News Flashes

Daisy Mfg. Picks D'Arcy to Handle $500,000 Account

ROGERS, ARK., Dec. 1—Daisy Mfg. Co. today selected D'Arcy Advertising, St. Louis, to handle advertising for Daisy and for its three subsidiaries—James Heddon's Sons, Dowagiac, Mich.; Sta Dri Boot Co., Killeen, Tex.; and Daisy-Heddon Sales Co. D'Arcy replaces L. W. Ramsey Co., Chicago, which has had the account for 25 years. The agency won the account in competition with four other finalists: Dancer-Fitzgerald-Sample and Clinton E. Frank Inc., both Chicago, and Potts-Woodbury and Winius-Brandon, both Kansas City. The account bills in excess of $500,000 a year.

Thomson Buys Control of British Magazine Publisher

LONDON, Dec. 1—Roy Thomson, Canadian-born owner of a newspaper and television empire in Britain and Canada, has taken his first step into the magazine publishing field here with the purchase of controlling interest in Illustrated Newspapers Ltd. Mr. Thomson bought 55% of the equity in the company from Sir John Ellerman for $2,245,600. The company publishes *The Tatler, Illustrated London News* and a number of trade publications.

'This Calls for Budweiser' Is '62 Theme

ST. LOUIS, Dec. 1—Anheuser-Busch revealed its '62 copy theme, "This Calls for Budweiser," to its sales staff in Los Angeles yesterday, and the first advertisement with the new theme breaks in today's *Life.* The theme will also be used in outdoor and broadcast advertising throughout 1962.

(Additional News Flashes on Page 89)

Breck Enters Drug Market With Analgesic

SPRINGFIELD, MASS., Dec. 1—John H. Breck Inc. is moving into the consumer drug business with Rubine, an analgesic rub which "relieves muscular aches, pains and athletes foot."

The product, purchased from a local manufacturer about a year ago, has been sold regionally. Breck, famed for shampoo products, repackaged Rubine and has gone into Providence, Pawtucket and Portland, Me., with newspaper and spot tv campaigns. Charles Sheldon Inc., one of Breck's shampoo agencies, is handling the analgesic.

In the past, Breck has sold drug products on an industrial level. Rubine is its first non-cosmetics consumer product.

The newspaper campaign includes a series of ads ranging from 100 to 500 lines through Jan. 19 in Providence and Portland, followed by one 100-line ad weekly through April 4. In Pawtucket, 250 and 500-line ads are running currently, and will be followed by one 100-line ad for 13 weeks.

The tv schedule includes 11 30-second spots weekly for a month on two Providence stations, followed by six 30-second spots for five weeks, commencing Jan. 8. In Portland, eight spots weekly are running, shifting to five weekly for five weeks, starting Jan. 8. #

Canada Agencies' Revenue Up 174%, Profit 40% in '50s, Canada 4A's Finds

TORONTO, Nov. 30—Gross revenues of advertising agencies in Canada increased by 174% between 1950 and 1959, but net profits before income taxes increased by only 40%, according to a study released yesterday.

The study—a survey of the advertising agency business in Canada from 1950 to 1960—was conducted jointly by Woods, Gordon & Co. and Campbell, Lawless & Punchard for the Canadian Assn. of Advertising Agencies.

Net profits before income tax in 1950, says the study, represented 13.8% of gross revenue; by 1959 this figure had declined to 7.1%, a profit ratio just slightly more than half of that attained at the beginning of the decade.

"Salaries and wages paid as a percentage of gross revenue increased somewhat, from approximately 60% in 1950 to 63.3% in 1959," says the report.

"While the average annual income of employes . . . has increased substantially, from $3,637 in 1950 to $6,112 in 1959, the percentage of the increase in the average annual income earned by *all* employed persons in Canada increased from $1,727 in 1950 to $3,109 in 1959, an increase of 80%."

■ With the progress of inflation continuing, as evidenced in the advertising agency business by the growth in billings per employe, says the report, one would have expected profit per employe to have increased rather than to have declined.

"If the profit per employe had continued in the same ratio to billings per employe as in 1950 it would have amounted to $1,290 in 1959, compared to the 1959 actual profit per employe of $682."

The total dollar volume of billings of advertising agencies in 1950—$96,220,554—represented 0.53% of the gross national product.

By 1959 this had increased by 164%, to $254,145,919, and represented 0.73% of the GNP—an increase of 37%.

The report says the 1950-'60 period witnessed a significant expansion in the scope and depth of services provided by advertising agencies to their clients in areas which are not considered to be advertising in the strict sense.

■ "There has been a modest increase in the relative importance of revenues earned from fees and sources other than on commissionable billings," says the report.

"In 1950 such revenues represented 3.8% of total revenues; by 1960 this percentage had increased to 8.4%, with two-thirds of this increase in the last three years."

The rate of revenue earnings on commissionable billings has remained almost constant at 15.1%. It should be recognized, however, that this is a composite average rate, deriving from a number of factors, the report says.

"The largest element is, of course, the regular 15% commission on media purchases. The second element is the revenue earned on production charges, where there can be a considerable variation in the rate of earnings to gross billings, from perhaps as low as 13% to a high of perhaps 18%." #

TV Barter Involved in Guterma-Bon Ami Dealings, SEC Says

WASHINGTON, Nov. 30—The Securities & Exchange Commission revealed today that tv barter deals by Alexander L. Guterma interests were among the unorthodox transactions which resulted early this year in the removal of Bon Ami Co. stock from listing and registration on the New York Stock Exchange.

The disputed transactions all took place before the present management came into the company in mid-1958, SEC noted. It said the problem was remedied by the action of the stock exchange early this year, but that it was releasing the details of its own findings because of the extensive violations that occurred in non-disclosure of required information about the company.

■ A basic violation, SEC said, was failure to disclose that in May, 1956, control of Bon Ami was acquired by United Dye & Chemical Corp., of which Mr. Guterma was chairman.

In the spring of 1957, SEC said, Bon Ami; Matthew Fox; Guild Films Co., and Guterma-dominated companies entered into a series of transactions with respect to the purchase of tv spot time for advertising purposes. The total consideration paid by Guterman instrumentalities for $1,250,000 of television spot time was $317,000 in cash and the remainder installments represented by notes. The facts were not disclosed to the commission, SEC said. #

Old Grand-Dad Sets 'Record' Yule Push in 26 Magazines

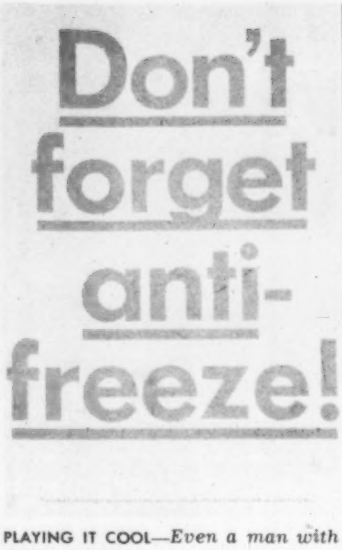
NEW YORK, Nov. 30—National Distillers' Old Grand-Dad bourbon, a $1,600,000 investor in magazines last year, has launched the biggest yuletide magazine push in the brand's history.

National said it had "carefully checked" its claim that the two-month campaign called for the largest magazine expenditure by any brand in the history of the industry. Four-color pages have been scheduled in 25 magazines, plus *TV Guide's* metropolitan edition.

Braddock Greene, director of marketing, said the schedule is "unquestionably the longest list of America's finest magazines ever used by a liquor advertiser."

The brand, which sold about 725,000 cases last year, is also using four-color r.o.p. ads, ranging from 1,500 lines to pages, in 39 newspapers in 28 cities. In addition, a record b&w campaign will run in newspapers in every major market.

The Kudner Agency is handling. #



Don't forget anti-freeze!

PLAYING IT COOL—*Even a man with 20-20 eyesight can tell this is no ad for anti-freeze; it's for Volkswagen, which has no cold-weather problems with its air-cooled engine. The ad was a one-shot plug in the New York Times Nov. 22.*

Kaynar Co., Straus in Legal Hassle Over Use of Agency Name

LOS ANGELES, Nov. 29—Does a house agency's name belong to the client or to the man after whom the agency is named?

This question arose this week as the result of charges and countercharges leveled by Kaynar Co., the client, and Jack M. Straus, an adman who operated J. M. Straus & Co. as a virtual Kaynar house agency for a number of years.

These were the events leading up to a $1,350,000 court action brought by Kaynar Co. against Mr. Straus and a counter-suit which is expected to be filed next week by Mr. Straus against Kaynar Co., maker of women's hair accessories.

Last August, Mr. Straus resigned the Kaynar account after handling the business, billing under $100,000, for some 11 years. Kenneth Reiner, head of Kaynar Co., announced at the time that the agency would continue to be operated under its original name. Then, last month Mr. Straus opened an agency and called it J. M. Straus & Co. This resulted in two agencies with the same name.

■ This situation evidently proved intolerable for Kaynar Co. and a suit was filed in superior court here seeking an injunction, damages and an accounting for alleged losses resulting to Kaynar from Mr. Straus's use of his own name.

This week, Mr. Straus said he would countersue to keep his name.

Sale of WNTA-TV Still up in Air as Deadline Nears

NEW YORK, Dec. 1—The sale of WNTA-TV, Newark, N. J., was still in a state of suspended animation as ADVERTISING AGE went to press today.

With Monday, Dec. 4, marked as "D" day for the transfer under terms of the sale contract, it appeared that a final agreement may be reached over the weekend, particularly if the Federal Communications Commission brings some pressure to bear on both National Telefilm Associates, owner of the station, and Educational Television for the Metropolitan Area, the educational group desiring to buy the station.

A road-block to the sale was lifted last Monday when the circuit court of appeals of the District of Columbia vacated a stay order which had previously been imposed by a three-judge panel of that court. A disagreement over financial payment resulted in the stalemate of the sale, already approved by the FCC.

■ Leonard Davis, president of NTA, said that he is standing by his original agreement and is willing to close the deal before Monday for the $6,200,000 cash payment originally agreed upon.

The educational group has announced that it would be willing to take over operation of the station now but would want its $6,200,000 cash payment held in escrow until all litigation resulting from New Jersey Gov. Robert B. Meyner's appeal of the FCC-approved sale has been satisfactorily resolved. ETMA said that it was afraid that it might not be able to retrieve its money, should the sale ultimately fall through. ETMA insisted that the sales contract did not call for a cash payment until all litigation had been settled.

Mr. Davis has contended that if ETMA took over the station and blacked it out for a few months while it set its gears in motion (as it has said it would), NTA would have a depreciated property returned to it if the sale fell through. He further noted that the station has been losing money in lost sales over the past few months because its future status has not been resolved. #

DuBarry Names Born

William S. Born has been named marketing director and national sales manager of DuBarry of Hollywood, Los Angeles, manufacturer of hair dryers, nets, shower caps and other products. He formerly was national sales manager of the Lady Ellen division of Kaynar Co.

Consumer Builds Defense Against Ads, Tyler Says

Ad Only Steers Hand, B&B Exec Tells FPRA; Bernstein Hits Soft Sell

BAL HARBOUR, FLA., Nov. 29—Rising standards of living, the proliferation of products and the increasing volume of advertising has brought the consumer to the point where the job of buying is "too big for him," according to William D. Tyler, exec vp of Benton & Bowles, New York.

He addressed the 46th annual convention of the Financial Public Relations Assn. here this week.

"He has too many products to choose from, too many brand names to learn, too many needs to satisfy," Mr. Tyler told the FPRA. As a result, "he has learned how to look at an ad or commercial and tell in a flash whether it's for him or not. He has learned how to screen out advertising that doesn't offer him information, news or assurance. He has had to learn these things in self defense. The alternative is to let that daily advertising barrage put him right out of his mind."

■ As a result of this, he said, the greatest job advertising can do for packaged goods is to act "as sort of a last-minute 'hand steerer.' By that I mean the hand that reaches out for a jar of—let us say—coffee on a shelf can waver between two labels and then pick one of them for no conscious reason its owner could explain to you."

Actually, he said, "the brand has been so presented to her in advertising that it has come to stand for one of those talismans that the 1961 housewife uses to take the place of thoughtful judgment in

(Continued on Page 50)

Six Agencies Solicit Account as Eaton Begins Consolidation

CLEVELAND, Nov. 30—Eaton Mfg Co. has named six finalists to compete for its account. Clark & Bobertz, Detroit, one of nine current agencies, was also listed as a finalist, but has withdrawn.

The six are Carr Liggett Advertising; Meldrum & Fewsmith; Griswold-Eshleman Co., and McCann-Marschalk, all of Cleveland; Ross Roy-BSF&D, Detroit; and Kircher Helton & Collett, Dayton.

Clark & Bobertz, an Eaton agency since 1944, declined to continue in the competition because, it said, Eaton does not look like a profitable account under the requirements set up by the company.

Eaton has nine domestic agencies and one Canadian agency handling its 29 divisions and subsidiaries, which make gears, machinery and allied products. The company plans to consolidate all advertising in a few agencies, perhaps only one.

■ Eaton recently went to about 20 agencies, including its 10 present agencies, with a slide presentation telling why the consolidation was necessary. Agencies completed a five-page questionnaire, and a selection committee, headed by Edgar Clark, director of marketing services, narrowed the field to seven finalists.

Clark & Bobertz withdrew Nov. 15. The agency currently handles 11 Eaton divisions billing approximately $600,000. The total Eaton billings, according to Mr. Clark, top $2,000,000.

G. H. Bobertz Jr., president of

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Highlights of This Week's Issue

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Harry Henry, research techniques specialist, says techniques used in readership surveys for a quarter of a century have resulted in gross overestimation of coverage figures of certain publications. ....**Page 28**

Revamped format of The Saturday Evening Post continues to receive favorable reaction from advertisers and agencies ....**Page 32**

Publicker Distillers Products renews radio spot contracts with more than 40 am and fm radio stations for its Old Hickory bourbon and Philadelphia While Label whisky ....**Page 34**

Douglas Fir Plywood Assn. is pleased with ratings of and response to its maiden national tv effort, "David Brinkley's Journal." ....**Page 38**

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William T. Brady, board chairman of Corn Products Co., discusses three areas blocking innovation, and therefore progress in industry ....**Page 67**

Alan Field, director of the Canadian Government Travel Bureau, says ads built around Mother Nature are his country's "most powerful selling tools." ....**Page 78**

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Malcolm A. McNiven, manager of advertising research of E.I. du Pont de Nemours & Co., predicts that by experimentation a company should be able to determine the results of its ad dollars over a period of time ..**Page 84**

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Word on AA's Proposal...

Most Ad Group Heads Approve of Ad 'General Staff'

CHICAGO, Nov. 30—Last week ADVERTISING AGE devoted its entire "Editorial Viewpoint" column to proposing that a "capable and effective 'general staff' for advertising" be set up as an over-all, coordinating unit, capable of using the individual resources of the various existing organizations to their fullest, and capable of keeping a watch on the whole of advertising's public relations problems, and inducing affirmative as well as defensive action on behalf of advertising. . . "

This editorial statement had been triggered by a speech made by Federal Trade Commission Chairman Paul Rand Dixon before the Chicago Better Business Bureau in which he had said that false advertising these days "comes pretty close to treason" and in which he pointed to the "fast buck boys" who had moved into the bomb shelter business with extravagant and phony claims.

▪ This week, AA queried the heads of 10 advertising associations to find out what they thought of the "general staff" proposal. Only two—Fred Gamble, of the American Assn. of Advertising Agencies, and Robert C. Pace, of the Newspaper Advertising Executives Assn.—turned thumbs down on the idea. The rest were in favor of it, though some pointed out various obstacles that would have to be surmounted before such a group could be put into operation.

Below is a report on the reply of each of the 10 association leaders:

James Proud, president of the Advertising Federation of America, said AFA would "welcome the unity which would come from a meeting at the top of all advertising interests, in fact, of all interests in the distribution field. Today we are schizophrenic. There is a

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Bissell Account Moves to Ayer From Frank Shop

GRAND RAPIDS, MICH., Nov. 28—Bissell Inc. has moved its advertising from Clinton E. Frank Inc., Chicago, to N. W. Ayer & Son, Chicago, effective Jan. 1.

Mel Bissell, president, reportedly notified Frank of his decision late on Nov. 24. No explanation for the shift was forthcoming from Bissell. The company president reportedly told Frank only that it was "time for a change."

Bissell, spending approximately $1,000,000 annually to advertise its carpet sweepers, was at Ayer once before, from 1953 to 1957, when it moved to Leo Burnett Co., Chicago. Frank succeeded Burnett in October, 1957.

A month ago, Peter J. King resigned from Bissell as vp of marketing, reportedly because of disagreement over future marketing policies. Mr. King has not yet announced his plans, and the company has named no successor. #

Universal Adds Wimmer

Wimmer & Sons, West Point, Neb., manufacturer of meat and sausage products, has appointed Universal Advertising Agency, Omaha, to handle its advertising.

EAST MEETS WEST—*Meeting in Denver recently to plan the joint 1962 conventions of the Advertising Assn. of the West and the Advertising Federation of America were the presidents of the respective organizations, Lee Fondren and Jack Cunningham. Mr. Fondren (left), is station manager of KLZ, Denver; Mr. Cunningham is chairman of Cunningham & Walsh, New York.*

Who Reads Newspapers, When, How, Why Is Told in BofA-AANR Report

Massive Study Gives Data by Education, Sex, Locale, Buy Inclinations

NEW YORK, Nov. 29—The newspaper industry today lifted the curtain on its first major national study of the U.S. newspaper reading audience.

Some 1,400 agency men and advertisers witnessed a 45-minute, numbers-packed presentation sponsored by the Bureau of Advertising of the American Newspaper Publishers Assn. and the American Assn. of Newspaper Representatives.

The presentation covered dimensions of the newspaper medium; size of audience; reader characteristics; how newspapers are read; how people feel about newspapers and the part the newspapers play in their lives.

▪ Supervised by the BofA, the study was conducted by Audits & Surveys in consultation with the Advertising Research Foundation. The project was financed by six leading Canadian newsprint producers, reviewed by an advisory council of newspaper research men, and—a few days ago—quietly tested before the brass of Procter & Gamble in Cincinnati.

Results of the much-heralded $60,000 survey, a companion to a $40,000 Harvard study on repetition in advertising, whose findings are expected "soon," were the newspaper industry's answer to media men who have long sought a definition of newspaper audience composition.

The figures were termed a "milestone" by Fred W. Pitzer, president of AANR. Charles T. Lipscomb Jr., president of BofA, said they were a "contribution to accurate measurement" by which "advertisers, agencies and newspapers will all benefit."

In a couple of weeks, the Audits & Surveys figures are scheduled to join the arsenal for specific-account "target sell" conducted jointly by BofA and AANR.

The findings were shown to admen by Mr. Lipscomb and Leo Bogart, the bureau's vp of marketing, planning and research. Here is their summary, under eight major headings:

Market Coverage

Newspapers are read in 46,570,000, or 86.4% of the 53,900,000 U.S. households. Of 112,379,000 adults 21 and over, on an average weekday 80%, or 89,567,000 of them,

(Continued on Page 90)

Swift Names Monk to Handle Portion of Industrial Line

CHICAGO, Nov. 29—Swift & Co. has appointed Howard H. Monk & Associates, Rockford, to handle advertising for its adhesives, glues, gelatin, industrial oils and soaps, effective Jan. 1.

Billings have been running about $300,000, Swift said. However, Russell T. Gray Inc., the former agency, said the account will bill no more than $120,000 this year.

Swift talked to six other agencies before choosing Monk. This will be the first Swift business to be handled by the Monk agency.

Gray, which had handled the products for the past six years, will continue to place Swift's industrial phosphates advertising. #

'AIA Journal' Wins 2 Awards in IM Competition

NEW YORK, Nov. 30—The *AIA Journal* of the American Institute of Architects scored a double triumph in the 23rd annual *Industrial Marketing* editorial achievement competition. The *AIA Journal* was awarded first place plaques in two classifications—best single issue and greatest design improvement—at the annual *IM* awards luncheon here today.

"First awards for editorial excellence" were presented to twelve magazines, including *AIA Journal*. They are:

Architectural Forum, Domestic Engineering, Electrical Wholesaling, House & Home, Industrial World, Institutions, Lighting, Metalworking, RN (Registered Nurse), Western Retailer and *World Oil*.

In addition, 32 certificates of merit were conferred upon publications in three editorial categories—industrial; merchandising, trade and export; and class, institutional and professional. *House & Home* and *Industrial World* were also multiple winners, capturing certificates as well as plaques.

▪ A total of 248 publications submitted 288 entries in the *Industrial Marketing* competition (a number

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Chevy, Fit & 50, Sees 2,300,000-Vehicle Year

GM Unit, Once Marked for Dropping, Budgets $50,000,000 for '62

By Hugh Quinn

DETROIT, Nov. 28—With the bold optimism characteristic of all automobile manufacturers, Chevrolet is predicting sales of 2,300,000 cars and trucks in 1962. (Its ad budget will approximate $50,000,000—more than 25% of General Motors' total.)

That's a lot of vehicles. If the prediction comes true, it will mean new records for the automobile industry—surpassing those Chevrolet already holds.

Fifty years ago, when Chevrolet was founded, the industry sold fewer than 200,000 passenger cars and 10,000 trucks, and Chevrolet was no more than a paper corporation with a small experimental garage and modest plans for the future. Not even William C. Durant, founder of Chevrolet and the greatest optimist ever to hit the auto industry, could envision sales of so many vehicles for his embryo company.

▪ Chevrolet was just one of many companies that vied for Mr. Durant's time and energies. He was still a vp and director, although not active, in General Motors, an industrial complex that he had built around Buick in 1908—only to lose control in 1910. He was still a director in the Durant-Dort Carriage Co. in Flint, the world's leading carriage manufacturer at that time. And he had high hopes for Little Motor Car Co. and Mason Motor Co., two companies he had formed earlier in 1911 in Flint. Chevrolet, when it was incorporated Nov. 3, 1911, was just another venture for the energetic promoter.

But Chevrolet, largely because of a good product and sound mar-

(Continued on Page 58)

Needham, Frank Shops Joust for Norge Account

$1,100,000 Account and Keyes, Madden, Parting; Norge Seeks 'New Blood'

CHICAGO, Nov. 28—The Norge division of Borg-Warner Corp. next week will begin its search for a new agency following a split this week with Keyes, Madden & Jones. Norge and KM&J parted company "by mutual agreement."

Norge told ADVERTISING AGE that only Needham, Louis & Brorby and Clinton E. Frank Inc. will be considered for the account, which will bill an estimated $1,100,000 this year. The company said it has already met with the two agencies and presentations will be made in about two weeks. A decision will be made on a new agency before Dec. 31, Norge said.

In discussing the split, a Norge official said the company felt "a need for a change.

"We felt that we needed a new approach and new blood on the account," he said. Norge markets a line of consumer and commercial home appliances and drycleaning equipment.

▪ Robert W. Allrich, vp and general manager of Keyes, Madden, told AA that his agency "did a solid job for Norge. We helped Norge to achieve leadership in the coin-operated drycleaner field. Because of several instances of disagreement in the operational area, a parting seems to be the most satisfactory solution."

Keyes, Madden & Jones has handled Norge since Jan. 1, 1959, when it took over servicing of the business following its affiliation with Donahue & Coe, New York (AA, Dec. 1, '58). #

5 New Betty Crocker Products Launched in 56 Markets

MINNEAPOLIS, Nov. 30—General Mills is using two-color or four-color newspaper pages in 56 markets to introduce five new Betty Crocker refrigerated products.

The newcomers are ready-to-bake fudge brownies, raisin oatmeal cookies, ginger molasses cookies, chocolate chip cookies and cinnamon rolls with icing.

The brownies are a Betty Crocker first. They are not a mix, but a soft, pliable dough which is spread in a pan and baked.

▪ Developed by Knox Reeves Advertising, the campaign is built around the theme "Headstart on homemade." First r.o.p. newspaper ad appeared in late October and November in 48 markets. Another eight markets have since been added.

Pizza
GINGER MOLASSES
RAISIN OATMEAL
CHOCOLATE CHIP
FUDGE BROWNIES
CINNAMON ROLLS
Now Betty Crocker gives you a new Ready-to-Bake
HEADSTART ON HOMEMADE
with her whole family of refrigerated foods

NEW PRODUCT CATALOG—*This newspaper r.o.p. color ad is being used by General Mills to introduce five new products.*

The introductions have local television support in 40 markets, scheduled in two waves of eight weeks each at a rate of five to six 60-second spots a week. In perhaps a dozen markets, the rate is doubled.

▪ Followup advertising is being provided in a series of four-color 3/5-page ads in 14 independent Sunday newspaper supplements. Two appeared in November and a third is scheduled Dec. 24.

The markets are Philadelphia, Dallas, Indianapolis, Detroit, Minneapolis, St. Paul, St. Louis, Cincinnati, Cleveland, Columbus, Chicago, Pittsburgh, Milwaukee, Los Angeles and San Francisco.

An agency spokesman said the campaign will continue into next spring with local television spots. #

Japanese Admen Tour U.S. in Marketing Study

A team of 11 advertising specialists, representatives of the advertising profession in Japan, are touring the U.S. to observe advertising and marketing as it is practiced, for use in improving their profession in Japan. The Japanese Advertising Specialists Study, under the auspices of Agency for International Development, Washington, began its program Nov. 13 at the University of California. The tour is extending through San Francisco, Burbank, Los Angeles, Chicago, New York, Mount Vernon, Philadelphia and Washington. Among the group's consultations at offices of advertisers, agencies, television studios and publishers, was a visit to ADVERTISING AGE headquarters in Chicago Nov. 21.

'Plain Dealer' to Kelly-Smith

The *Cleveland Plain Dealer* has appointed Kelly-Smith Co. its national advertising representative, replacing Cresmer & Woodward.

Trade-in Ads Reap Heap o' Hammers for Skil

CHICAGO, Nov. 29—If it takes a heap of proof that advertising pays, Skil Corp. here has it. It's a pile of ancient power tools big enough to gladden the heart of any junk dealer—or power tool maker. The company accumulated the pile as the result of a trade-in ad offer.

Skil promoted its "revolutionary" air hammer, the Roto-Hammer, with a trade-in offer, in 15 business magazines beginning in August issues. Any old hammer was good for $60 in Skil accessories with the purchase of a Model 726 Roto-Hammer. A trade-in was worth $80 in accessories on the purchase of the heavier Model 736.

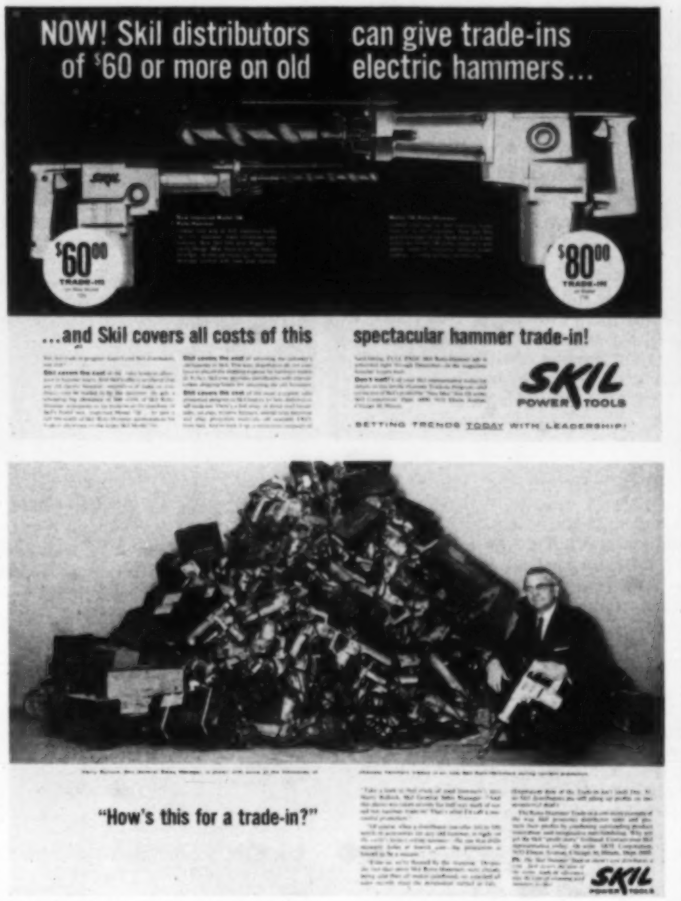
An air hammer, the manufacturer explains, is not a device for driving nails, but an electric drill for piercing substances such as concrete. The campaign, says Skil, has harvested "thousands of old hammers" as trade-ins.

▪ The manufacturer's trade-in offer ads ran in *American Builder; Building Construction; Buyers Purchasing Digest; Contractors and Engineers; Electrical Construction and Maintenance; Heating & Air Conditioning Contractor; Heating, Piping & Air Conditioning; Industrial Equipment News; Journal of Plumbing, Heating & Air Conditioning; Mill & Factory; New Equipment Digest; Plant Engineering; Practical Builder; and Purchasing.*

Fuller & Smith & Ross is the agency. #

Landon Forms PR Company

Herbert K. Landon, formerly director of the publicity division of Grey Advertising, has started Herbert K. Landon Inc., public relations company, at 208 E. 50th St., New York. Before coming to Grey, Mr. Landon had been with Kenyon & Eckhardt.


NOW! Skil distributors can give trade-ins of $60 or more on old electric hammers...
$60.00 TRADE-IN
$80.00 TRADE-IN
...and Skil covers all costs of this spectacular hammer trade-in!
SKIL POWER TOOLS
SETTING TRENDS TODAY WITH LEADERSHIP!
"How's this for a trade-in?"
SKIL POWER TOOLS

THAT'S PROOF—*Skil Corp., Chicago, ran the two-page trade-in offer for its new Roto-Hammer (top) in 15 trade magazines beginning with August issues. The spread at bottom, in December Industrial Distribution, tells how successful the offer proved.*

McMurray Joins BAR

Maurice E. McMurray, formerly vp in charge of national sales for Storer Broadcasting Co., has been appointed vp in charge of sales of Broadcast Advertisers Reports, New York, replacing George Schiele, who left to join Broadcast Billing Co., a subsidiary of Standard Rate & Data Service. Mr. Schiele's duties at BAR were to head general sales; Mr. McMurray will devote his time to developing new sales.

Transcontinent Buys WDOK

Transcontinent Television Corp. has purchased WDOK (am and fm), Cleveland, from Civic Broadcasters for $1,400,000. The buy is subject to the usual approval of the Federal Communications Commission. Frederick Wolf, president of Civic Broadcasters, will remain with the station in a management capacity. The transaction was negotiated by R. C. Crisler & Co., station broker.

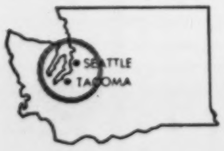
Keystone Launches Drive

Keystone Camera Co., Boston, used a $250,000 ad budget the weekend of Dec. 3 to push Christmas sales of its 8mm home movie equipment. The push, part of a $1,000,000 fall-Christmas ad campaign, used tv and newspaper advertising and a spread in the Dec. 1 issue of *Life*. Bresnick Co., Boston, is the agency.

JOSEPH PAGLIA, Seattle
Washington State Representative
KESSLER-HUNTER
DISTILLERS CO.

"In Washington State we must cover two markets . . . *one won't do the job*"

Mr. Paglia says: "We once tried to cover the most populous areas of Washington State by using Seattle newspapers exclusively. We soon learned we were not reaching an important market . . . Tacoma. We know now that we must have the localized coverage of the Tacoma News Tribune to sell in the Tacoma area, simply because Seattle newspapers do not have the kind of distribution we need in Tacoma."



Think Twice About Tacoma

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 87,000.

TACOMA NEWS TRIBUNE

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

IVORY SNOW
KRAFT Spaghetti Dinner
ORANGE JUICE
ban

YOUR PRODUCT is its own best salesman

CONTROLLED PRODUCT SAMPLING
psychologically sets the pattern
for repurchases because of the
emotional impact and precise timing
of GIFT-PAX and BRIDAL-PAX deliveries.

BRIDAL-PAX delivers YOUR PRODUCT exclusively; into the hands of 650,000 bride and grooms or 1.3 million young adults.

BRIDAL-PAX, INC.

GIFT-PAX delivers your product to new mothers at their bedside in the hospital.

GIFT-PAX, INC.

25 Hempstead Gardens Drive, West Hempstead, N. Y. • Telephone 516 IVanhoe 5-0660
U. S. A. CANADA UNITED KINGDOM

~~5~~
~~8~~
~~11~~

...and now there are 14*

Their research proved it!

Two more major companies, General Electric Central Air-Conditioning and Scandinavian Airlines System, recently surveyed their own customers and prospects to find out which magazines these important people read.

The results of both studies confirm previous findings by twelve other companies: *Newsweek reaches the right people more efficiently than any other newsweekly.*

Your local Newsweek representative can give you full details of these studies conducted in cooperation with Newsweek. Or you can get in touch with Charles E. Kane, Advertising Director, Newsweek, 444 Madison Avenue, New York 22, N. Y.

* *Producers of industrial equipment, office supplies, steel, rubber, industrial lubricants, trucks, chemicals, rockets and missiles, air-conditioning equipment... a construction material association, a national moving van line and an international airline.*

by industry's own measurements... the most efficient newsweekly

Strouse Blasts Ad Critics as 'Reactionaries'

Theorists Flourish Again in Washington, JWT Head Tells San Francisco Adclub

San Francisco, Nov. 29—Advertising can expect renewed attacks on advertising in this "historical reprise of the early Roosevelt regime," and its practitioners must meet the '60s with a "new sense of responsibility," Norman H. Strouse, president of J. Walter Thompson Co., told the San Francisco Advertising Club today.

"Our best minds are struggling to fashion our national purpose into words and meaning which can give leadership to us all," Mr. Strouse said. "Certainly we can hope that this will not be couched in partisan language. This, then, is the responsibility of our political leadership.

"For ourselves, both as citizens and as members of an honorable craft, let us keynote the '60s—not with the brittle, transient slogans that strike a discordant note in these times—but rather with a new sense of responsibility for all we say, for all we do, and for all we strive for."

■ Mr. Strouse, warning that "the theorists . . . are in the ascendancy in government once more," castigated them for attacks on advertising that are "essentially reactionary, although, as usual, organized under the flag of liberalism.

"They are reactionary," he said, "because they are in reality attacks on the free enterprise system, springing from the same kind of thinking that stirred the minds of Marx, Engels and the Fabians of England, who looked upon capitalism as an enemy of the working classes; or from that lingering religious puritanism which for centuries looked upon the system of profits and the desire for material possessions as immoral."

The "new-Fabians," he said, view Americans as "rank materialists," and regard catering to their desires as "a dirty business."

"They ignore the fact that every great western culture has been based on a flourishing commercial economy," he said.

■ "They do not trust the basic honesty of those who man our great industrial, financial and service industries in this country."

Mr. Strouse likened "this new generation of intellectual opportunists" to "that which rushed to Washington in the early '30s." He described "New Frontier" and "New Deal" with the same phrase —"corny slogan."

"Irresponsible politicians now believe that the use of 'Madison Ave.' as a symbol may somehow suggest a sinister group of conspirators against the public good," he said. "They look to it as a handy substitute for the old rallying cries of 'Wall St.' and 'big business'—catch phrases which no longer race the pulse of the uninformed voter."

The economist who charges that advertising creates artificial needs, and the sociologist who asserts it incites envy and covetousness, are merely expressing opinions, he said. They feel that people should be content with what they have.

■ "In other words," he said, "we should close our ears to any of the wonderful pieces of news, *good* news, about new products, new varieties, new uses—the good news that is the heart and soul of advertising.

"There must be some Freudian ailment troubling these minds," he said. "Certainly they are split personalities, because you don't see the Schlesingers, Galbraiths or Toynbees running around in hair shirts, or giving all their wealth or royalties to the poor. Regardless of the seriousness of their modern-day guilt complexes about the economic affluence of the nation, they insist on living extremely well."

Advertising's critics are wrong when they claim more money is spent for advertising than for education, he said.

"This is an oft-repeated statement, even though not true," he countered. "Actually over $20 billion is spent on education annually, almost twice as much as for advertising."

■ America can face the "determined, disciplined, immoral" enemy, communism, only as a nation believing in the importance of the individual, he said. That individual, he continued, must have "the widest freedom of choice, whether this be expressed in how he worships, what he reads, for whom he votes, or what he buys."

Admen must remember their dual role in this struggle, he said —as citizens who believe that "only what is good for our country is good for us," and as "advertising men, proud and dedicated to the profession that occupies so many hours of our waking lives." #

Solved!
The problem of dandruff finally solved with just regular use of new Procter & Gamble wonder shampoo!
Head & Shoulders

HEAD & SHOULDERS—*Procter & Gamble is promoting its new Head & Shoulders dandruff control shampoo with page b&w ads like this one in newspaper Sunday supplements in Pittsburgh, Seattle, Des Moines and the Quad Cities (AA, Nov. 27). Tv spots will begin this week in those markets. Tatham-Laird, Chicago, is the agency.*

MacManus Boosts Bachman to General Manager Post

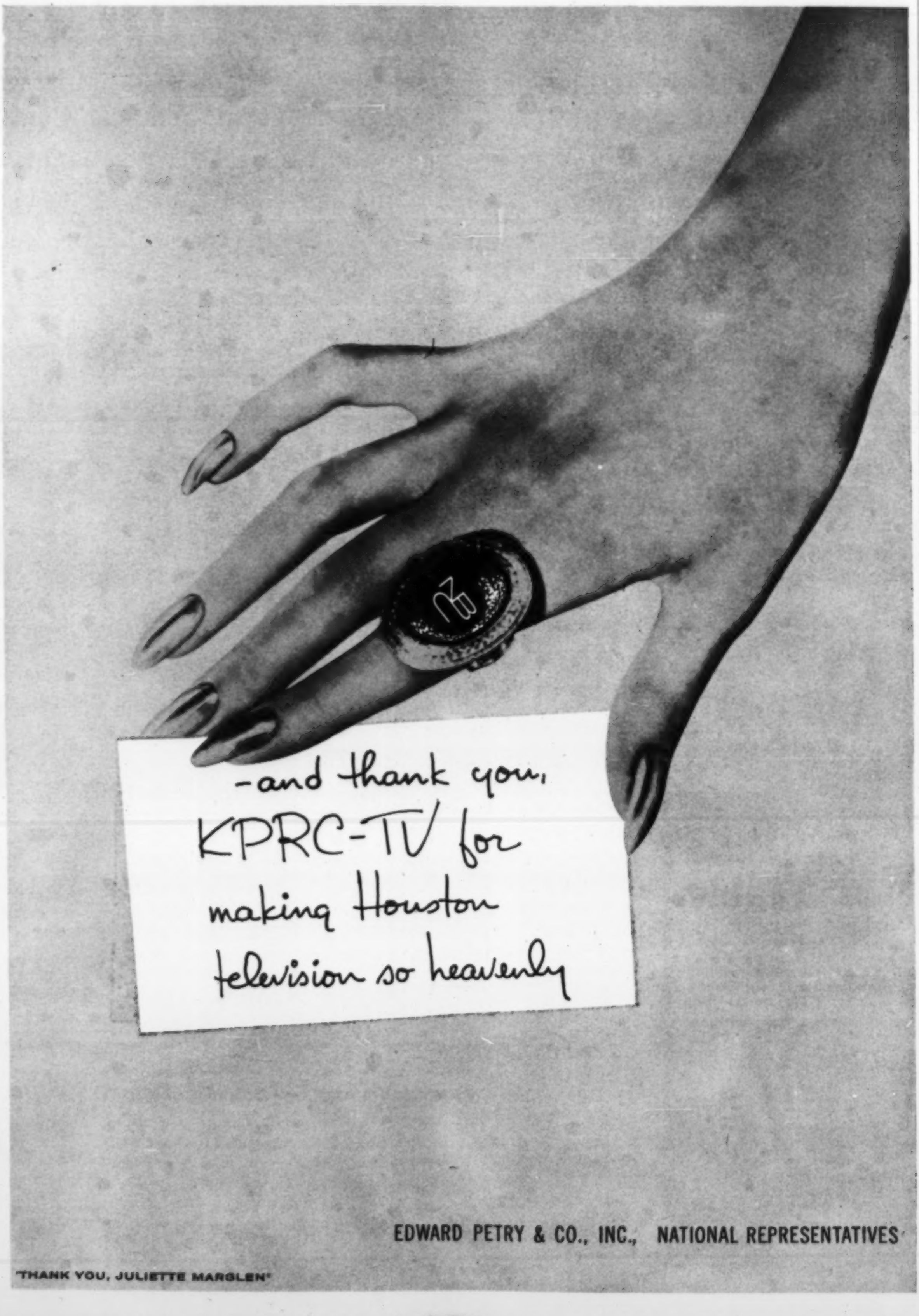
William Bachman

MacManus, John & Adams has appointed William B. Bachman Jr. general manager of the agency to coordinate all account activities with the domestic and foreign departments and offices. The new position is designed to lighten the administrative burdens of MJ&A president Ernest A. Jones and executive vp Charles F. Adams, and allow them more time for working with clients.

Mr. Bachman, a senior vp, also will be responsible for execution of management policy in his new role. He joined the agency in 1947, and became a vp in 1955, directing account activity. He most recently supervised client services.

Muter Adds Max Factor

Muter, Culiner, Frankfurter & Gould, Toronto, has been named to handle Canadian advertising for Max Factor & Co. The account, formerly handled by James Lovick & Co., bills about $500,000, Muter, Culiner said.


-and thank you, KPRC-TV for making Houston television so heavenly

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

"THANK YOU, JULIETTE MARGLEN"

Kenyon & Eckhardt, Limited? Thorn House, Sir.

Thorn House, Upper St. Martin's Lane, London, W.C.2.! That's where our new office has just opened, to join K&E Mexico City and K&E Toronto.

But, although it's the newest advertising agency in London, K&E, Ltd. is also one of the most experienced. It's like no other. It's so different because we own it jointly with one of the biggest (if not *the* biggest) and best agencies in London: The London Press Exchange.

Thus *we* supply the exciting American creative flavor and the L.P.E. provides the broad, deep brand of marketing, merchandising and research-services they are known for in the U.K. and in 69 other world markets.

This unusual blend of international creative and marketing know-hows holds a wealth of possibilities to most clients in the U.K.—or almost anywhere else. For the complete story, you might stop in—in London, or at our New York headquarters, 247 Park Avenue.

We're happy to say that several already have done so.

6-Year Leap . . .

Rothmans Grabs 47% of Australia Cigaret Market

By Leonard Blanket

SYDNEY, Nov. 28—The battle for supremacy between Australia's cigaret barons, W. D. & H. O. Wills, local offshoot of the mighty British tobacco company, and Rothmans of Pall Mall, brash South African (originally British) newcomer, has taken a sharp turn. Rothmans won the most recent skirmish.

Rothmans (handled by the Jackson Wain agency) is manufacturing the blended cigaret, Carlyle, under license from the American Cigarette Co. (Overseas).

Under maximum security conditions, Rothmans hired another agency, Briggs Canny James & Paramor, to prepare a lavish introductory campaign for the Carlyle brand.

The Briggs agency, which originally handled the Wills blended line, Temple Bar, and Kool cigarets, dropped the part of the Wills account it was servicing to take on the Carlyle introductory campaign.

▪ In close secrecy (so Briggs Canny and Rothmans thought) the big Carlyle campaign was planned, prepared and scheduled—full pages plus three facing columns; television and radio commercials; and point of sale material.

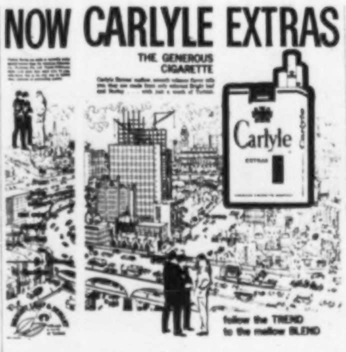
Two main copy points styled the line as (1) "Carlyle Extras," and (2) the blend of "Selected bright leaf and burley—with just a touch of Turkish."

To Rothmans' consternation, it was discovered that Wills planned to beat them to the punch with a new campaign for Temple Bar about 10 days before the Carlyle campaign—using the same two copy points.

Urgent meetings were called on a Saturday and it was decided to release the campaign that weekend.

Rothmans was going to take no chance of Wills' large-scale use of the copy points before the Carlyle campaign appeared, and set out to establish Carlyle's own rights to the copy platform.

Sydney radio station managers, contacted at home, hurried to their offices to check schedules, while recording staffs were alerted to cut acetate discs from the only available tape of the Carlyle radio commercial, for distribution to the Sydney stations.



OPENING GUN—*This newspaper ad of a page plus three facing columns announced Carlyle cigarets to the Australian market.*

The Sydney stations had the commercials on the air within a couple of hours, and throughout the weekend, backed by one Sunday paper supporting ad, while the tv side began Monday and the full press schedules followed.

Rothmans' distribution staff worked to supply every major outlet as soon as possible. Retailers were stocked up and selling Carlyle by Monday morning.

The emergency launching added a touch of drama to an otherwise normal operation and got every retailer personally interested. Rothmans made them all well aware of why the campaign countdown had to be advanced.

Wills, for its part, hasn't denied published suggestions that it proposed to use the same copy line for Temple Bar that Rothmans is using for Carlyle.

▪ For years the somewhat old-fashioned Wills organization held complete sway over the $300,000,000 a year Australian cigaret market with its long-established lines.

That is, until six years ago, when the dynamic Rothmans company of South Africa set up in Australia to market the new king-size cigarets in a flip-top box, which Wills is understood to have refused when it was offered them.

As the result of good distribution, backed by powerfully hard-selling advertising, there's just never been enough Rothmans king-size filter to meet the demand until recently.

In that six years Rothmans has achieved the incredible feat of capturing an estimated 47% of the entire Australian cigaret market, and in fact changing the entire country's smoking habits.

It has changed Australian taste from standard-size cigarets to king-size filters along with the swing to the more expensive pack, from an estimated 25-75 ratio to 80-20. Some time back it launched a second filter line, Peter Stuyvesant, which is also increasing sales.

▪ Wills, like a bewildered world champ that's just been floored and hardly believes it possible, was nonplused with the brilliance of the Rothmans operation.

It refused to believe it was losing ground, and when it recognized the situation, quickly launched a number of king-size lines, including Craven A, Ascot and Hallmark.

A recent consumer magazine which conducted a scientific survey of the cancer-producing nicotine and tar elements in Australian cigarets found that among those with the highest proportion were Rothmans, with the Wills lines containing much less.

Mysteriously, copies of the report arrived in the mail for business men and a wide circle of press writers, although there were no clues evident as to the sender.

In a legal skirmish at the end of last year, Rothmans took Wills to court to prevent it from marketing cigarets in this country under the Pall Mall title.

▪ Wills had been marketing Pall Mall cigarets for some years, had stopped during a period of import restrictions, and had resumed. The case did not get far when it stopped abruptly and it was announced that Rothmans had withdrawn; since then nothing further has been heard.

It was obvious, however, that the battle between the two companies was just beginning.

Wills is very big—one of the country's major companies, backed by millions of dollars in international resources, manufacturing and marketing know-how.

Rothmans, on the other hand, has just started to consolidate after a period of spectacular growth.

There are obviously more rounds to come in the spirited battle for supremacy between the Aussie cigaret barons. #

WBT
CHARLOTTE

TRADITION FOR INTEGRITY...and effective selling force

Broadcasting has produced its share of giants.... Stations that stand out for enlightened service to vital areas of our nation.... Stations whose word carries special weight at every hour of the broadcast day.... Stations whose stature gives added influence and selling-power to each advertising message. ¶ A leader among these 'giants' is Station WBT, Charlotte, the radio voice of the Jefferson Standard Broadcasting Company. ¶ To the great Southeast, WBT has continued to give the finest radio service that talent, facilities and dedicated management can provide, for 40 years. ¶ Through those years, WBT advertisers have consistently taken special pride in their association with an enterprise of such stature. ¶ Likewise, the entire personnel of John Blair & Company takes special pride in being privileged to represent Station WBT nationally, beginning January 1, 1962 and welcomes this distinguished station as a member of the Blair Group Plan.

John Blair and Company

Woman's Day
100 CHRISTMAS GIFTS

OVER 7½ BILLION DOLLARS

WOMAN'S DAY households spend over 7½ billion dollars each year on food and grocery products . . . up to 11% more per family than the readers of McCall's, Good Housekeeping, Ladies' Home Journal and Family Circle*.

Usable, practical food ideas are the reason why. This is typical of Woman's Day editorial service that inspires more than 5,500,000 women to go out and buy it, use it, clip it and keep it.

*Source: 1961 Starch Consumer Magazine Reports (Median Weekly Food Expenditure)

Woman's Day

A FAWCETT PUBLICATION

The woman's service magazine with 5,500,000 users

COPYRIGHT FAWCETT PUBLICATIONS, INC., 1961

Thanksgiving Parades—Annual Yule Fantasies—Stretch Coast to Coast

With dragons and gobblers and old moose Bullwinkle;
Popeye, the Rockettes, George Gobel, Paul Winchell;
Santa (and reindeer), the Star Queen and all,
Thanksgiving's parades were a coast to coast ball.

CHICAGO, Nov. 30—The annual Thanksgiving week parades welcoming Santa Claus to town—and shoppers into the stores—rolled again from coast to coast this year as department stores and other retail merchants fired their biggest promotional guns in preparation for their most lucrative selling season.

From New York, where Macy's staged its traditional spectacle, to Los Angeles, where the parade was, characteristically, staged after dark, the events were witnessed at first hand by throngs estimated as high as 1,500,000 in Chicago, and tv audiences put at more than one-third of the nation's tv homes for the New York pageant alone.

Macy's Picks Up the Tab

Probably the largest, and the second oldest, pre-Christmas parade is Macy's annual New York extravaganza. The department store, which always refers to itself as the world's largest, has been running this promotion since 1924, with a two-year hiatus during World War II.

Macy's parade, by far the store's largest single promotion, includes a bevy of giant balloons, colorful floats, cheer leaders, bands and marchers, as well as stars of motion pictures, television and Broadway.

TRADITIONAL—*As in past years, Popeye, one of several giant balloons, livened the New York event.*

And what does this gigantic event cost Macy's? Not only will Macy's not tell Gimbel's—it won't tell anybody. Macy's did reveal, however, that the large bulk of the expenses is absorbed by the store. There might be a small amount of cost-sharing for some floats, for example, but the store would not say who these supporters are.

■ This year marked the 14th time that NBC-TV has carried the parade on either the network or on its New York outlet, WNBC-TV. Television coverage, for the first time this year, was extended to two hours, from 10 a.m. to noon (EST) on the network. This included a pick-up during the first half-hour of a three-ring circus taking place in front of Macy's store.

NBC-TV's hour-and-one-half coverage of the actual parade was sponsored this year by Lionel Corp., making its third appearance as co-sponsor, and Remco Industries, a newcomer. Lionel's buy was made by Grey Advertising; Remco's, by Webb Associates.

Remco was also a partial sponsor of the circus on NBC-TV, along with Warner-Lambert Pharmaceutical Co., for its Super Anahist through Ted Bates & Co. Both sponsors had a single one-minute commercial.

■ Cost of the NBC-TV coverage was not disclosed, but is estimated at approximately $160,000.

A hassle over television coverage of Macy's parade took place in 1959 when CBS-TV decided it would carry the event. NBC claimed exclusivity, but CBS countered that as a street parade it was a news event, which could be covered by anyone.

So, for the past three Thanksgiving days, CBS-TV has been carrying Macy's event, along with network coverage of Gimbel's Philadelphia parade and J. L. Hudson's parade in Detroit. CBS' telecast this year, running from 10:30 to 11:55 a.m., was co-sponsored by Nestle Co. and Polaroid Corp. The Nestle buy was made through McCann-Erickson; Polaroid's, through Doyle Dane Bernbach. A network representative estimated the time and production costs at $150,000.

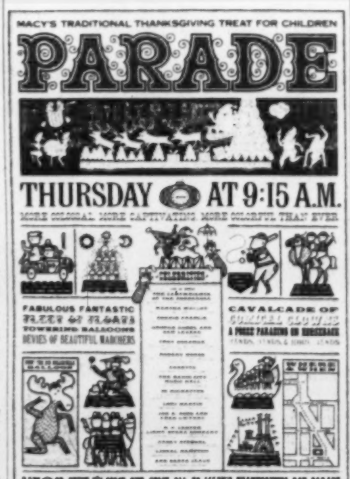
NBC easily out-distanced CBS, according to the Arbitron ratings. Arbitron's average rating for NBC was 34.8, compared with 9.4 for CBS.

■ Remco, which was a co-sponsor on CBS two years ago, switched to NBC this year, after skipping 1960, because "NBC has been more closely identified with the parade and has the full cooperation of Macy's, thus being able to get better camera shots, etc.," Bernard J. Schiff, president of Webb Associates, said.

■ Twenty-four floats were included in the 1961 parade. Among the personalities participating were George Gobel, Sam Levene, Lionel Hampton, Connie Francis, Martha Wright, Casey Stengel, the New York City Center Light Opera Co. and the Radio City Music Hall Rockettes.

In Philadelphia, It's Gimbel's

In Philadelphia, an estimated 1,000,000 people watched the Gimbel Bros. Thanksgiving Day parade along its 3-mile route, not including those who watched the annual gala salute to Santa Claus over the CBS-TV network.



MACY'S TRADITIONAL THANKSGIVING TREAT FOR CHILDREN
PARADE
THURSDAY AT 9:15 A.M.
MORE COLOSSAL MORE CAPTIVATING MORE COLORFUL THAN EVER
CELEBRITIES
FABULOUS FANTASTIC FLEET OF FLOATS
TOWERING BALLOONS
BEVIES OF BEAUTIFUL MARCHERS
CAVALCADE OF COMICAL CLOWNS

MACY MESSAGE—*This b&w ad in all seven New York papers announced Macy's annual Thanksgiving parade.*

The parade was carried over the network for a half hour, and for a full hour over WCAU-TV here, sponsored by Gimbel Bros. on behalf of its toy department. Gimbel's has been sponsoring the show on tv for about 14 years. This year, a videotape was repeated in the afternoon.

The granddaddy of such annual pre-Christmas parades—this was Gimbel's 42nd—was started in 1919 by Ellis Gimbel as a caravan of some 50 decorated autos driven by store executives and employes. This year's parade had some 5,000 participants, about 55 huge balloon floats, 25 bands, about 25 specialty floats.

■ It took about one and one-half hours to pass a given point, starting at the staid Museum of Art on the Parkway and ending triumphantly with Santa Claus' ascent up a ladder to Gimbel's toy department, and the presentation to him of the keys to the city by Mayor Richardson Dilworth and store head H. J. Grinsfelder.

To promote the parade, Gimbel's conducted a contest among school children eight to 12 years old to select a "queen of the parade."

QUAKER CITY DRAGON—*This fearsome pneumatic creature preceded Santa in Gimbel Bros.' Philadelphia parade.*

Gimbel's covered the city with about 1,500 car cards promoting the parade and mailed some 300,000 stuffers. In addition, personalities in the parade, through their sponsors (Miss Stevens, Warner Bros.; Mr. Winchell, Coca-Cola) sent out mailings and used signs on trucks to promote the show.

■ A newspaper teaser campaign three weeks ahead of time by Gimbel's was followed by ¾ page ads in all weeklies in Gimbel stores areas, announcing details of the parade, including its route and the stars. Page ads ran the day before the parade in Philadelphia and Camden papers.

Pittsburgh: Santa by Barge

In Pittsburgh, Santa literally came on afloat, aboard a Dravo Corp. barge down the Allegheny, escorted by Sea Scouts and police and fire department launches. Santa's advent, an annual promotion of KDKA-TV, was watched by an estimated 6,000 Pittsburghers. After disembarking, Santa was accompanied by police to Horne's, one of the city's three major department stores.

Detroit: J. L. Hudson's Baby

J. L. Hudson Co., Detroit's largest department store, sponsored its 35th Thanksgiving Day parade this year to mark the official arrival of Santa Claus to the downtown toy department.

The parade is, and has been, entirely a Hudson's project, planned, executed and sponsored by the store. Parade marchers, elves, storybook characters, float riders—about 1,600—are all Hudson employes. Outside units, such as nearby high school bands, add to the roster.

An estimated 250,000 persons lined Woodward Ave. to view the parade, which was telecast in its entirety by WWJ-TV locally, and in part by CBS-TV network. Feature is the Santa Claus float, pulled, naturally, by eight reindeer and the float bearing Christmas Carol, the little girl with the patent leather hair and the patent leather shoes, who is Santa's No. 1 helper.

NATIVITY—*Detroit's parade, sponsored by J. L. Hudson, included this float commemorating the first Christmas.*

■ Santa and Christmas Carol left the parade and climbed atop the marquee over Hudson's main entrance on Woodward, where Mayor Miriani presented them with the keys to the hearts of all the good boys and girls. They then enter Santa's castle for the remainder of the pre-Christmas rush.

The day after Thanksgiving is Hudson's biggest day of the year, and 23,000 children came through the Santa Claus line. Hudson's immediately began planning and building for next year's parade. It is unsponsored, and presented solely by Hudson's, which uses no commercials in either the local or network telecast.

Chicago: A Record Crowd

Chicago's annual State St. Christmas Parade, the creature of the State St. Council, brought out an estimated 1,500,000 to view its giant balloons, some 40 costumed roller skaters trained by a choreographer, fifteen major floats and a parcel of stars including Danny Thomas, Dick Clark, Annette Funicello, Troy Donahue, Miyoshi Umeki and a dozen personalities of children's tv shows.

The somewhat inane tv commentary of other years (which, together with parade components, had been roundly criticized by *Chicago Sun-Times* tv columnist Paul Molloy) was well handled this year by the "Breakfast Club's" Don McNeill and by Terry Bennett of "Jobblewocky Place," children's tv program.

■ The hour-long parade was televised, sans sponsors, by WBKB-TV. Its 65 units were climaxed, of course, by Santa Claus in his sleigh, drawn by his traditional eight reindeer.

CHICAGO CLIMAX—*S. Claus proceeds down crowd-lined State St. Elf's figure, top center, is part of street-light decorations.*

Los Angeles: A Soiree

The West Coast's annual Thanksgiving parade proceeded down "Hollywood Santa Claus Lane" (Hollywood Blvd.). It was televised by WTTV, and sponsored by Riviera Sofa Co., which advertises direct, and Vita Pakt orange juice, through Becker Advertising, Long Beach.

WEST COAST VERSION—*Down "Santa Claus Lane" (Hollywood Blvd.) came the Los Angeles paraders, with inevitable majorettes.*

In addition to the Hollywood Blvd. event, other parades were held—and will be through the holidays—in a number of southern California communities. #

'Milwaukee Journal' Is Back to Normal, Restores Ad Service

MILWAUKEE, Nov. 30—The *Milwaukee Journal* was back up to 234 pages for its Sunday, Nov. 26, issue, from an eight-page Nov. 21 edition (AA, Nov. 27), and the newspaper this week notified advertisers that "full advertising service" is being restored.

The *Journal* is publishing despite a strike of 57 mailroom employes which began Nov. 15 and appears to be still far from settlement. The paper was forced last week to resort to typewritten inside forms as pressmen, stereotypers and engravers refused to cross the picket lines, although construction workers busy on the *Journal's* plant addition continued to work.

This week, said the *Journal*, fewer than 330 union production employes failed to report for work. After Sunday's fat edition the Nov. 27 issue ran 38 pages; Nov. 28, 58 pages; and Nov. 29, 84 pages.

■ "Emergency production," said the *Journal*, "has been handled by regular staff people who have successfully stepped into unfamiliar jobs. Most of them share in ownership of the company." #

help

help

help

It used to be an inventor had two jobs—finding a problem and solving it.

Today, as defense requirements increase, the government is helping the inventor by defining problems, leaving him free to concentrate on finding solutions.

Electronic News keeps its readers informed about this help. For example, a recent news story on the needs of the Signal Corps noted such urgent problems as: an unattended radio station; a device for determining the yield of a nuclear burst; a radio receiver that will automatically answer questions after being dropped into enemy territory.

This important news reached over 47,000 subscribers — people who count on Electronic News to get them all the news of electronics — first.

THE BIG DIFFERENCE IS

NEWS

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Electronic News
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
$273 Million
Low Priority for Canal Zone
More Liberal

Philco, Food Fair in Appliance Deal

(Continued from Page 1)

Georgia.

▪ While Philco Corp. would not comment, except to state that it will be issuing a statement soon, ADVERTISING AGE learned that the Instant Dividend plan will operate directly through Philco distributors and dealers and not by any direct factory-food store operation. This is believed to be in response to complaints from dealers when Philco first approached American Stores Co. here. American turned down the deal.

▪ The plan has caught on with several of Philco's competitors, with Pittsburgh appearing to be the test tube city for the plans. The Loblaw stores in that city have similar tape plans with Norge and Sylvania distributors, and Giant Eagle stores have tied in with Emerson and Kelvinator dealers.

▪ Here is how the Philco plan works:

A Philco dealer will tie in with a supermarket in his area. The dealer will receive space in the food store where he will set up a display of appliances, supervised by one of his salesmen. When a customer chooses an appliance and signs up for the plan, the dealer delivers and installs the appliance as quickly as possible. The dealer is paid for the appliance by Philco Finance Corp., a Philco subsidiary.

Under the Instant Dividend plan, a consumer will buy the appliance and sign an agreement to pay for it on a monthly instalment plan, ranging from 12 to 36 months. No down payment is required. The most money consumers can pay monthly is $15.

Consumers are allowed a maximum of 5.5% monthly of total monies spent in the food stores toward purchase of the appliance. The more money consumers spend in the store, the more they can apply toward the purchase of the appliance, up to $15.

▪ For example, assume a consumer decides to buy a tv set for $288, to be bought for $12 a month over a period of 24 months. The average family of four spends about $120 monthly for food. Thus, with 5.5% of $120 or $6.60 going toward purchase of the tv set, a consumer would pay only $5.40 of her own money each month for the appliance. If this particular consumer wanted to buy the set with no personal outlay of cash, she would have to buy $218 worth of groceries monthly under the above plan.

Consumers will pay list prices for all appliances under the Philco plan, plus a financing charge which can range as high as 12% (according to individual state laws).

▪ Philco launched the Instant Dividend plan several weeks ago by signing up with Thorofare Markets Inc., which has chains of supermarkets in Pennsylvania, West Virginia and Ohio. Later, Hinky Dinky Stores Inc., Omaha, agreed to use the plan in four of its stores in Lincoln and Columbus, Neb., and Big "C" Stores Inc. last week installed the plan in seven of its stores in Oregon and Washington.

Colonial Stores Supermarkets in Florida also will tie in with Philco, and Colonial has set up Philco displays at eight of its stores. Colonial has more than 450 stores in its chain, most of them in the South. #

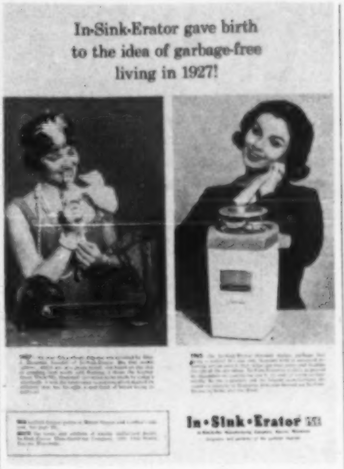
Pittsburgh BBB Warns of Supermart Appliance Buying

PITTSBURGH, Nov. 30—The Pittsburgh Better Business Bureau today advised housewives to investigate carefully before they sign up for an appliance merchandising plan now being offered by some food supermarket organizations.

The BBB said that its extensive investigation of cash register tape appliance deals revealed "that in many cases that the appliances were being offered in some supermarkets at prices substantially higher than regular retail going prices for identical items."

▪ One appliance dealer here told ADVERTISING AGE that a 19" Philco portable tv set, which normally retails in appliance stores for $159 to $169, is priced in food supermarkets for $209, which does not include financing charges which are added to the $209 under the cash register tape appliance deals.

The dealer charged that the supermarkets are assessing consumers an 18% interest charge on the unpaid balances in deals where the appliance is bought from the supermarket on an "instant dividend" plan. #


In-Sink-Erator gave birth to the idea of garbage-free living in 1927!
In•Sink•Erator

OFFAL EASY—*In-Sink-Erator Mfg. Co., Racine, starts the year with a series of b&w ads in Better Homes & Gardens contrasting the old and new garbage disposer. Peitscher, Janda/Associates, Chicago, is the agency.*

Supermart Dealing Degrades Selling, Herkes Asserts

(Continued from Page 1)

headache remedies and similar products.

"We've talked and heard so much about self-service and how consumers want self-service, we've come to believe this is the ultimate—the 'wave of the future.' The hazy and ill-defined word 'marketing' has tended to replace a word everybody understands—the word 'sales'."

▪ Turning to "instant dividend" arrangements between appliance manufacturers and food chains, Mr. Herkes said he and Motorola objected to these for the following reasons:

• "The fact that manufacturers who should have tremendous pride in their products are allowing them to be subordinated to many no-name food products. Is this selling? Believe me, some of these appliance manufacturers have highly respected names, having spent millions of dollars during the last decade or more gaining their present stature.

• "Big ticket items are being offered, either free or for a small portion of their actual values. Just imagine the adverse effect this program has on the dealers handling these lines, but not participating. For your information only, one appliance dealer is tied in with each food outlet, which in a sense leaves the rest of the dealers handling these lines out in the cold.

• "This utter disregard for the welfare of the dealers not participating by the appliance manufacturers is, in our opinion, a deliberate violation of the trust or franchise which should exist between them. In other words, the only interest these manufacturers seem to have at the moment is how many units can be disposed of today through this grocery plan, with little regard to tomorrow's sales, to tomorrow's dealer organization.

▪ "Now, where does advertising or promotion, from the appliance manufacturer's standpoint, fit into this program?" Mr. Herkes said. "Or where does your counterpart in the agency business or at the manufacturing level fit into this picture? Or, frankly, where does my counterpart fit?

"Let's be honest, we're all unnecessary. Because there is nothing to sell. Why spend money to give merchandise away? Why spend money to build an image, when the movement is assured through food sales? Why spend money on personnel like myself when our product is being offered for free?

"We've become so sophisticated that we tend to look down our noses at some of the tried and proven ways to use our advertising funds and have instituted new uses for these monies that can do nothing but have an adverse effect on our industry in the foreseeable future."

▪ The Motorola executive went on to assert that "in the maze of product claims being made today by all manufacturers, the retail salesman is the only person who can help a customer unscramble these facts and find the product he really wants or needs.

"There is no substitute that I know of for the salesman in doing this all important job. The average customer/consumer relies on the sincerity of the salesman." #

MPA to Take More Active Role in MAB

NEW YORK, Nov. 30—The Magazine Publishers Assn. has moved to take a more active voice in the affairs of the Magazine Advertising Bureau, which has operated as a virtually autonomous committee since it was merged into MPA in November, 1957.

The step (forecast since Sept. 19, when John K. Herbert, former publisher of the *American Weekly* and a sales-oriented advertising man, was named MPA president succeeding Robert Kenyon) was made possible by the addition of a few words to the agreement between MPA and MAB.

The additions to the agreement said, in effect: Hereafter, MAB—as usual—will be the advertising committee of MPA and "shall have authority in the over-all matters and programs of MPA relative to the advertising and to the industry relations with advertisers and agencies," but this shall be done henceforth "after consultation with and the advice of the president of MPA."

The move, described by MPA as catering to a "unified approach" by the two groups, was approved by a unanimous vote of the 30-man MPA board.

It is expected that Mr. Herbert will use the modified agreement to aim new research projects and selling at product classifications. #

R.O.P., Hi-Fi Ads Tie for Attention in 'Journal' Test

MILWAUKEE, Dec. 1—An extensive research study involving the effectiveness of Hi-Fi color ads as compared with full r.o.p. color has resulted in one significant finding—r.o.p. color attracted as many newspaper readers as Hi-Fi color.

This was disclosed today in a preliminary report issued to the *Milwaukee Journal* by Bisbing Business Research, Milwaukee, which conducted the study for the *Journal* along with Daniel Starch & Staff, Mamaroneck, N. Y. The *Journal's* consumer research department also participated in the study.

Research was conducted on a page ad for Knorr soup mixes, which ran in the *Journal* Sept. 27. Half of the *Journal's* home delivered circulation on that day (126,000) carried the ad in r.o.p. color, the other half the same ad in Hi-Fi color. It was the first time that such a test was conducted and the first time that the *Journal* has carried a Hi-Fi ad (AA, Sept. 11).

▪ Starch readership scores showed that both Hi-Fi and r.o.p. color scored 83% in the noted classification, and both scored 75% in the seen-associated category. In the read-most area, r.o.p. received 43% and Hi-Fi 39%. In the Starch retention score, Hi-Fi had 66%, r.o.p. color 65%.

Bisbing found that 60% of the homes receiving the Hi-Fi ad recalled seeing it, and 56% of the subscribers getting the r.o.p. color version remembered viewing it. A recall survey conducted by the *Journal* by telephone resulted in a 28% rating for Hi-Fi and 34% for r.o.p.

"When seen alone, without direct comparison one to the other, there are no appreciable differences in the impression created by the Hi-Fi color ad compared to r.o.p. color ad on Knorr soup," Bisbing said in the report.

▪ Coupons in the Hi-Fi ads pulled more results, the survey showed. Of the readers who received the Hi-Fi ads, 53% returned coupons, while 47% of those getting r.o.p. sent in those coupons. These results were tabulated as of Oct. 25. The *Journal* said that coupons are still coming in.

When shown both ads, readers strongly preferred the Hi-Fi version. A total of 79% of the persons who received the Hi-Fi ad preferred Hi-Fi; 17% of those who got the r.o.p. ad still preferred it to Hi-Fi after looking at both ads.

Both ads ranked high in communicating Knorr soups to readers. A total of 94% of the readers of the r.o.p. ad got a first impression of soup, while 86% of the Hi-Fi readers gained the same impression.

The most important reasons for preferring Hi-Fi were "brighter, more vivid color and glossy paper," the report said. "The illustration 'bleeding' off the page was the most frequently mentioned reason for not liking the Hi-Fi color ad. Those who preferred the r.o.p. ad had the impression of 'soft,' 'dreamy' or 'subtle'," according to the report.

▪ There appeared to be some confusion on the part of readers as to which ad they had seen. A total of 71% of those receiving the r.o.p. ad identified it correctly, while 63% of those who got the Hi-Fi ad were able to pick it out as the ad seen at home.

The *Journal* told ADVERTISING AGE that the Knorr color ads received the highest readership scores (83%) of any color ad that has ever run in the newspaper. The average noted score for r.o.p. color ads is 80% for men and 72% for women.

The *Journal*, which has been a leader in the r.o.p. color field for many years, still has a policy against accepting Hi-Fi color ads. The Knorr ad and a later ad for Mrs. Butterworth syrup, which ran Oct. 12, were accepted for test purposes.

▪ At the same time it released the study, the *Journal* also gave AA some cost per thousand tables for r.o.p. color and Hi-Fi, which show that Hi-Fi is more than twice as expensive as r.o.p. For example, a Hi-Fi ad in 124 newspapers with a total circulation of 25,000,000 would cost $17.50 per thousand circulation. An r.o.p. color ad in 121 newspapers with a circulation of 26,700,000 would cost $8.87 per thousand circulation. #

At 'IM' Luncheon . . .

Evaluate Business Paper Content, Media Men Ask

NEW YORK, Nov. 30—More than 340 business publication editors, publishers, and guests convened today at the Waldorf-Astoria's Starlight Roof for *Industrial Marketing's* 23rd annual editorial achievement awards luncheon. *(For news of award winners, see Page 3.)*

Held annually since 1939 to foster "the continuous upgrading of the editorial content of the nation's business press," *IM's* competition is the only editorial competition open to all business publications in the U. S. and Canada, irrespective of circulation, size or type.

Richard V. Morrison, exec vp of O. S. Tyson & Co., discussed the significance of business publications' editorial content and quality.

▪ Mr. Morrison reported one media buyer's views on the importance of editorial quality:

"Any business publication worth its salt is not established merely as a vehicle to carry advertising. It must fill a need in an industry editorially and, while advertising goes along on the ride, it goes as the paying passenger.

"Advertising itself contributes to the flow of reader traffic, but the flow must be begun and sustained by the publication itself—and that is the editorial."

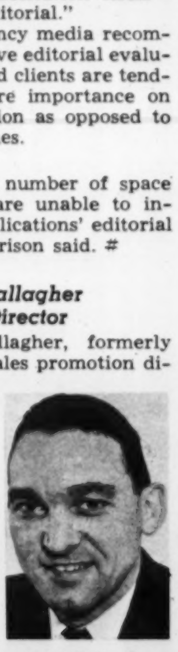
Almost all agency media recommendations involve editorial evaluation, he said, and clients are tending to place more importance on editorial evaluation as opposed to the numbers games.

▪ "An alarming number of space representatives are unable to interpret their publications' editorial policy," Mr. Morrison said. #

'Life' Names Gallagher Assistant Ad Director

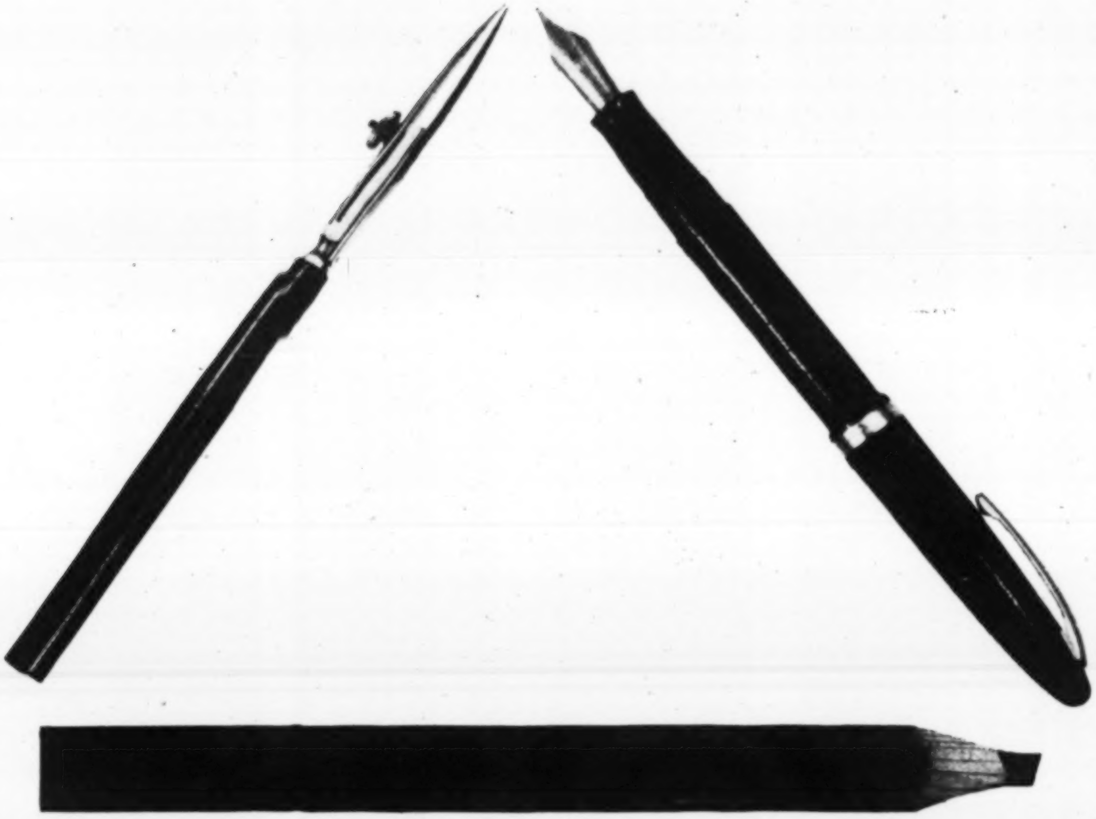
Ralph S. Gallagher, formerly marketing and sales promotion director of *Life*, New York, has been named assistant advertising director of the magazine. He will report directly to James J. Dunn, advertising director.

Mr. Gallagher joined *Life* in 1950, and in 1956 was named to the newly created marketing division.



Ralph Gallagher

Architectural Forum the Magazine of Building Published by Time Inc.



THE CASE OF THE THREE-SIDED SALE

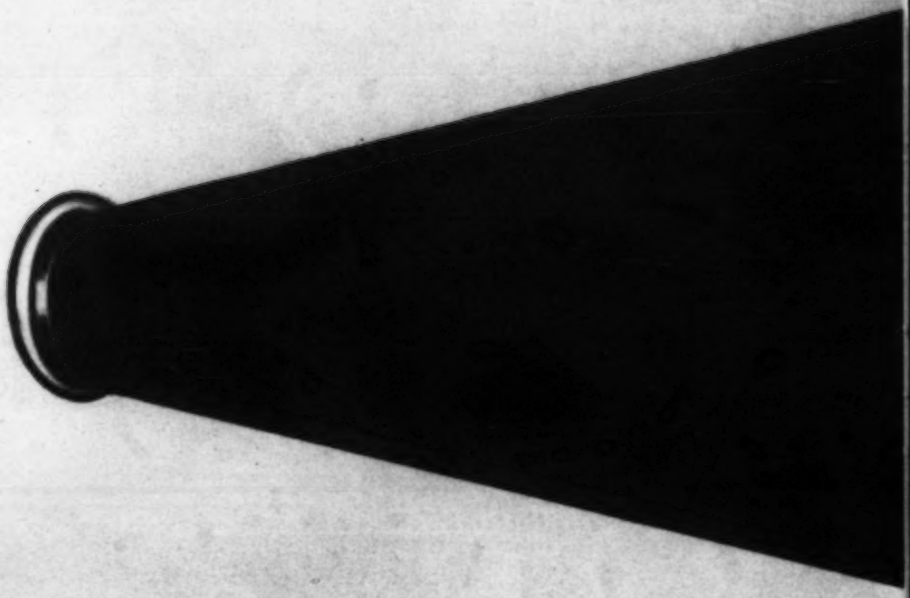
No love affair, the eternal triangle in the building industry is strictly a business matter. It involves three important parties: the architect/engineer, the contractor, and the client. Anyone who would do business with the building industry must "sell" all three.

Architectural FORUM neatly solves the thorny problems of the three-sided sale. Its editorial content embraces the three main areas of building: the art of architecture, the technology of construction, and the economics of building. It appeals to the particular interests of architects, contractors, and clients—and to the joint interests of all three.*

This fact alone sets FORUM apart—makes it essentially different from any other publication serving the industry, and makes it essential reading for 62,000 building professionals, principally architects, contractors and clients. This also makes FORUM an essential selling medium for advertisers because FORUM alone reaches all three sides of the building sale—all at once.

*Reader interest in FORUM runs unusually high. Evidence: the lively letters-to-the-editors pages, the great volume of press pickups (five times that of the other two magazines in the field) and the findings of an independent survey of reader interest. This continuing survey shows that reader interest in the editorial content of a typical issue averages 62 per cent per page and that the interest among architects, contractors, and clients is almost equal.

FORUM: *essentially different – for readers... and for advertisers* and when we yell, we yell like...



A NEW BREED OF CONSUMER WILL INFLUENCE THE SUCCESS OR FAILURE OF NATIONAL BRANDS

Next month, next year, in the next decade the Young Male Market will be a vital force for the growth of nationally advertised products.

Right now, there are over seventeen million males between the ages of 14 and 24. Since 1950 their number has increased by 70%. By 1970, they will reach 25 million.

But there is more to their story than numbers.

It's a mistake to think of today's young men in terms of the gang you went to school with. *They're a new breed of consumer*. Their independence, their finances, would have been exceptional fifteen years ago, unthinkable fifty years ago. They're well heeled, mobile, bound by few of the shopping patterns that governed their counterparts in previous generations.

For instance:

- 80% of their clothes shopping is subject to their own decisions.
- They are in a "brand limbo"—they inherit none of their parents' brand loyalties, their own are up for grabs.
- They make luxuries necessities, turn fads into staples.
- Price is no object, of no interest to them. Being "in" is vital. (In 1945 65% of them expressed the drive to go along with the crowd. In 1961, 95% felt this way.)
- They rebel against shopping where their parents and younger siblings do. They don't want women selecting their clothes.
- They have strong opinions and loud voices in family purchases. They exert a powerful influence on their parents' dress.

Sears Roebuck, generally conceded to be about a decade ahead in retail practices has recognized another vital characteristic of this young male market—its enthusiasm for sports. Witness their signing Ted Williams to a long term contract as that company's representative.

In the ever changing personality development from boy to man, the one psychological constant is the continuing interest in sports. Practically from infancy, young males are interested in sports. They participate; watch; argue; debate about sports. They know who set what record when, who's hitting what. They spot the "comers," can tell you who's over the hill. Their loyalties are fierce, they emulate and aspire to the lofty status in which they enshrine their sports heroes.

These are some of the accounts advertising in Sport: Adirondack Bat Company, American Machine & Foundry Company, The American Tobacco Company, Ashaway Line & Twine Mfg. Company, Benrus Watch Company, Browning Arms Company, Brunswick-Sports Company, Celanese Corporation of America, Chesebrough-Pond's, Inc., Chrysler Corporation, Columbia Record Company, Coopers, Inc., Crosman Arms Co., Inc., E. I. DuPont, de Nemours & Co., Inc., Ford Motor Company, General Motors Corporation, General Shoe Corporation, General Tire & Rubber Company, Haggar Company, Harley-Davidson Motor Company, Hillerich & Bradsby Co., Inc., I. C. S., Jantzen, Inc., Kaywoodie Pipes Inc., La Salle Extension University, Liggett & Myers Tobacco Company, The Marlin

THE LOUD PERSUADERS

Sports—and the most active sports enthusiasts and participants—constitute a direct pipeline to the multi-billion dollar young male market.

You can enter that pipeline via Sport Magazine—last issue read by over 2,100,000 sports minded young men. These are the Loud Persuaders of the Young Male Market; the lettermen, cheerleaders, cheer-ers, the local sports heroes and their enthusiastic followers; the millions of young men regularly found at either end of that megaphone above.

These are the venturesome leaders who seek out and try new ideas. Their influence spreads. First to their immediate groups. Then to the overwhelming majority of young males everywhere, then onward and upward into all marketing brackets. They did it for Bermuda shorts, Ivy Clothing, transistor radios, filter cigarettes, and hi-fi kits, to name a few.

The Loud Persuaders are *the* persuaders. And Sport Magazine is their magazine. *They know Sport is the only magazine written and edited exclusively for them*—the vital young men between the ages of 15-25. Their response can be measured in Sport's steady, unforced circulation growth. (Nearly 50% newsstand.) Their judgement is borne out by the numbers of newspapers and columnists who regularly pick-up the colorful facts and features they read in Sport.

We have prepared a short presentation of new insights into the Young Male Market. It's carefully documented, explores important facets of a dynamic segment of our population whose attitudes can determine the success or failure of national brands.

Call, or write David Neil, Macfadden Publications, 205 East 42nd Street, LE 2-9050, to arrange for the Megaphone Presentation. It's a "must" for anyone concerned with new market potentials.

Macfadden's

SPORT

THE FIRST MAGAZINE FOR SPORTS

Firearms Company, The Mennen Company, O. F. Mossberg & Sons, Inc., Northwest Schools, The Norwich Pharmacal Company, Nunn-Bush Shoe Company, Rawlings Sporting Goods Company, R. C. A. Institutes, Reliance Manufacturing Company, Remington Arms Co., Inc., R. J. Reynolds Tobacco Company, Savage Arms Corporation, The Seamless Rubber Company, Shakespeare Company, Shulton, Inc., Smith-Corona Marchant, Inc., A. G. Spalding & Brothers, Inc., U. S. Air Force, U. S. Army, U. S. Rubber Company, Utica Duxbak Corporation, Vaisey-Bristol Shoe Company, Vick Chemical Company, W. R. Weaver Company, Winchester-Western Div. Olin Mathieson, Wolverine Shoe & Tanning Corporation.

The Editorial Viewpoint . . .

Out of Tumult: Progress

We have no idea whether there is real merit in all of the electronic problem-solving devices that are now being touted in the advertising business. In fact, like a good many other admen, we have a devil of a time understanding what the scientific boys are talking about, and even trying to pronounce the names of their processes and their companies.

Linear programing, operations research and Simulmatics are deep, dark secrets to us, and probably shall remain so. We've never so much as mastered the mechanics of a typewriter, and the intricacies of a computer program look to us like nothing so much as a collection of restless worms.

Nevertheless, we are convinced—as some advertising people apparently are not—that a "breakthrough" or a "new era" or something resembling this indication of major change, will sooner or later occur in the advertising business. We are convinced that science, or at least the scientific method, will become increasingly important in advertising for a very simple reason:

Advertising has become too important and too expensive—as well as too competitive—to go on living in a sort of dream world of opinion and counter-opinion and unprovable causes and effects. Faith, and a kind of across-the-board demonstration that advertising has generally potent effects, has sufficed up to now. But as any number of people keep on pointing out, it is getting progressively harder to get tough-minded business men to accept major expenditures for advertising largely on faith, without the ability to demonstrate conclusively that certain, specific results can be obtained.

The introduction of radio, and especially of television, brought with it an argument that has gone on for a couple of decades, or perhaps longer, about the inability to evaluate apples and oranges in the same way. Yet anyone who buys any advertising medium inevitably must evaluate one against the other every time he makes a decision, and it is certain that more scientific methods of doing so will ultimately emerge, as it is also certain that basic laws of conduct governing size, frequency, repetition, impact, etc., must eventually emerge from the nether-nether land in which they presently reside.

Pinpointing the objectives of advertising, in specific terms, as urged by the recent report of the Assn. of National Advertisers, will also help greatly to make the use of advertising more scientific and more predictable.

But advertising can never become a science. It can merely become a more scientific art.

A Personal Job to Do

T. W. Norsworthy, president of Taylor-Norsworthy, Dallas agency, writes us a note about advertising's image, and what we can do about it, that deserves passing on here.

"As powerful as the print and broadcast media are," he says, "there is still nothing that surpasses person-to-person communication for the job of conveying an idea.

"It seems to me that this point is under-emphasized in the midst of all our industry's concern over the public's image of our profession. The 'Interchange of Opinion' operation is excellent; Hill & Knowlton's findings for the Four A's (even though under attack in some quarters) are useful in isolating the main problem areas; and undoubtedly all of us in the business are much more aware today than a year ago of the dangers that are inherent in our continued complacency.

"But why not ask *everyone* in the business to, first, become well-informed on the over-all matter and, second, to take it upon himself or herself personally to correct any misimpressions with which they come in contact.

"One spot where there are many such impressions today is the pulpit. I've recently had occasion to note such misimpressions among my own church ministerial staff . . . and, again, just recently, in a small town church I visited. You may find the enclosed exchange of correspondence about the latter instance interesting."

The correspondence is definitely interesting. Mr. Norsworthy wrote the pastor of the church, after hearing him deliver a sermon in which he referred casually to "exaggerations common to all public relations and advertising men," to the effect that it was unkind and unfair to condemn all advertising and pr men so glibly. He pointed out how important advertising is, and how hard most advertising men work to keep it honest.

The minister answered, in part, thanking Mr. Norsworthy for calling the reference to his attention: "I'm sure you are as sensitive to aspersions upon your profession as I am to ones made toward mine. I refer specifically to the blanket statements made about communism infiltrating the churches. No doubt there is some infiltration, but it is dangerous to quote percentages without naming names."

We commend the idea of individual explanation as heartily as we know how. There is thoughtlessness on all sides. We should individually do what we can to prevent its expression.

Gladys the beautiful receptionist

—Kirk Dodge, Hall, Haerr, Peterson & Harney, Jefferson City, Mo.

"He handles so many farm accounts, they call him 'the man in the gray flannel overalls'."

What They're Saying . . .

History Repeats . . .

One sales vice-president we talked with recently was gathering information to justify his company's recognition of discount houses. He called them "low margin retailers."

To us, this term better describes a no-frills, little service method of retailing which has always been with us. Over the years words such as bazaar, peddler, department store, cut-rate store, warehouse outlet, supermarket and now, discount house, have described these retailers.

Each in turn attracted consumers as an innovator heralding "get it here for less." Each in its turn gave way to the next as the fat of affluence accumulated and overhead resulting from fancier stores with more services widened operating costs. Eventually margins necessary to operate profitably became broad enough for a new name low margin retailer to squeeze in with the same old "we can get it for you wholesale" appeal.

Right now, discount houses are important in the distribution pattern. They are doing business. They are growing. They attract consumers. Inasmuch as retailing can only prosper where consumers normally traffic, or where they can be attracted, respected names like Woolworth are now joining the discount parade the same as names like A&P joined the supermarket brigade a quarter century ago.

—"Marketing Headlines," published by Ralph Head & Affiliates, Marketing Strategists.

Fantastic Oil Ads

Too much oil advertising, in my opinion, repeatedly claims either fantastic service or fantastic additives—not just in gasoline but in all the products. Take service at the stations, for example. It is extremely difficult for even the best attendant in the most efficiently run super-station to cover everything on the service checklist which his company keeps harping about in all its advertising—even during the slack periods. During rush hours, of course, it is impossible and everybody knows it. But our advertising goes on over-committing the man so much that he isn't doing his job as far as the public is concerned if he doesn't look like Rock Hudson, smile like Liberace and act like Superman—all for $80 a week.

—From a speech by J. M. Shea Jr., vp for marketing, American Petrofina Inc.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Lawrence Bernard** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain, Robert Heady**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: **Richard E. McCarty**, western advertising manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Joshua B. Powers, Ltd., 27 Cockspur St., London SW1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17. Tokyo: International Media Representatives, Ltd., Kisha Kurabu, 14, Marunouchi, 2-Chome, Tokyo.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Ortho drops drive for family planning following protests," the headline says.

Some of them may have come from sales execs, optimistically eying the predicted population explosion.

•

Pat Gorman thinks subscribers should pay more of magazine publication costs.

That's a complaint the broadcasters, direct mail producers and outdoor and transit advertising companies don't have to worry about.

•

"Washington," remarks Ted Repplier, "has bought the popular myth that admen are simple-minded fellows who would reduce the Berlin problem to a singing commercial."

The statesmen have tried about everything else.

•

"Dull presentations by agencies bored Baumritter officials," the story says.

Maybe they were waiting for somebody to pull that famous rabbit out of a hat.

•

P&G is introducing a new dandruff remedy called Head & Shoulders.

The idea is that if you use your head, you won't have anything to brush off your shoulders.

•

"How to get a top creative director for peanuts!" offers a classified advertiser.

Do you suppose he has done creative work on products other than peanuts?

•

Robert S. Dickens says the housewife won't read all the details printed on a food package.

Like most of the rest of us, she's too busy to study the fine print.

•

Upjohn has announced a consumer campaign in behalf of Unicap multiple vitamins.

They've probably heard rumors about a product called One-a-Day.

•

"Some things are too good to change," opines *House & Garden*.

True, but it takes a lot of will power on the part of advertisers and media to resist the temptation.

•

Mrs. Florence Nightingale Graham, otherwise known as Elizabeth Arden, is honorary chairman of Keep Vermont Beautiful Inc.

Beauty, even when it's inc., is right down her alley.

•

"The doctor's primary interest is medicine," says a magazine devoted to both.

And right now Drs. Kildare and Casey are helping to sell the idea to the public.

•

"We're looking for copywriters who make music, but not necessarily on a guitar," says Creative House Personnel.

It sounds much better when played on a cash register.

COPY CUB.

The Washington Post's circulation now is 474,073 on Sunday and 407,089 daily . . . gains of 17,053 Sunday and 4,079 daily over the same period in 1960.

50% more circulation, Daily and Sunday, than any other Washington newspaper

CIRCULATION GAINS AND LOSSES
Sept. 30, 1961 - 1960

DAILY

	1961	1960	Gain or Loss
The Washington Post..........	407,089	403,010	+ 4,079
Washington Star	267,283	279,633	—12,350
Washington News	187,464	179,314	+ 8,150

SUNDAY

	1961	1960	Gain or Loss
The Washington Post..........	474,073	457,020	+17,053
Washington Star	313,407	313,160	+ 247

A.B.C. Publishers' Statements
September 30. 1961 - 1960

FIRST IN WASHINGTON
IN CIRCULATION IN ADVERTISING IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

Your ad on the bag . . .
or in the bag at
leading Supermarkets
and Drug Stores
Leon Henry, Jr.
SALESBAG PROMOTIONS
Ardsley, New York
Phone OW 3-4895

Gellert-Wolfman Names One

John F. Flanagan, previously with the sales department of Ziff-Davis Publishing, has been appointed to the new post of sales manager of Amphoto Books division of Gellert-Wolfman Publishing, New York.

DAYTIME COLOR TELECASTS ALMOST TRIPLED

Daytime Color programming has mushroomed from 306 hours in 1959 to 815 in 1961. No wonder the big switch is to Color TV. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

Discount Show Sets Push

Arthur Tarshis Associates, New York, has scheduled 48 insertions in 20 trade publications and two daily newspapers, running through Jan. 8, to promote the National Discount Merchants Show in Chicago, Jan. 7-10, at the Morrison Hotel. The show, which is the first discount trade show in Chicago, will feature more than 200 exhibitors. Tarshis, the show management, has also sent out direct mail pieces to more than 10,000 discount store owners, buyers, merchandising men and leased department operators. Norman Steen Advertising, New York, is the agency.

'Parade' Names Harrington

Frank Harrington, who served in the promotion and merchandising departments of *Collier's* until 1957 when he entered the real estate business in Westchester, N. Y., has been named promotion director of *Parade*. He replaces Homer Smith, who has retired.

Johnson McLean Wilcox Kelly Prout

VIM VIEW—*This group is absorbed in a presentation which shows how Moloney, Regan & Schmitt got 13 of its newspapers to provide Lever Bros. with retail color tie-ins on behalf of Vim, along with dealer mailings and personal calls: Roger Johnson, James Kelly and William Prout of Lever, and Jim McLean and John Wilcox of Moloney, Regan & Schmitt.*

SELL THE URBAN NEGRO MARKET AND BECOME No. 1

The big city Negro customer is *essential* to your profits! He is more than ⅓ of the population in 32 major cities. He is now more than 30% of the customers of some important department stores and prestige downtown retailers.

The urban Negro has about the same median income as U.S. white families but he buys 4 times *more* soft drinks, 3 times *more* alcoholic beverages, and 8 times *more* cosmetics. He spends up to 12% *more* for food, 77% *more* for shoes, and 25% *more* for clothing.

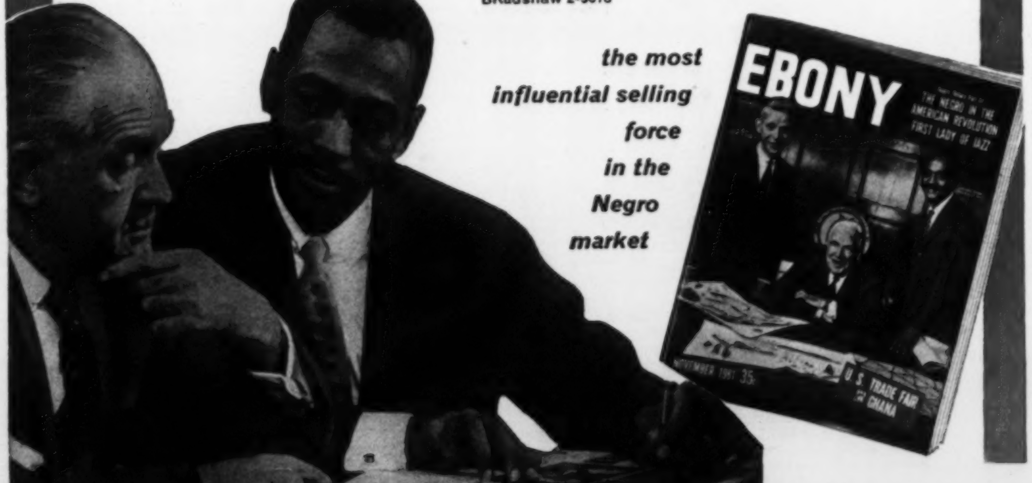
These profitable urban Negro families can be sold effectively only in media that reflect Negro achievement, aspirations and interests. EBONY magazine is read by more Negro families than *any* other magazine. In *most* cities, EBONY's local readership coverage of Negro households is larger than that of any newspaper, TV or radio station. And 85% of EBONY circulation is in "Central-City" where you have your distribution and retailer sales problems.

EBONY

CHICAGO 16: 1820 SOUTH MICHIGAN AVENUE
CAlumet 5-1000

NEW YORK 20: 1270 AVENUE OF THE AMERICAS
JUdson 6-2911

BEVERLY HILLS, CALIF.: 9033 WILSHIRE BOULEVARD
BRadshaw 2-9078


EBONY
THE NEGRO IN THE AMERICAN REVOLUTION
FIRST LADY OF JAZZ
U.S. TRADE FAIR IN GHANA

the most influential selling force in the Negro market

MOST WIDELY CIRCULATED NEGRO PUBLICATION

Coming Conventions

(Listed Alphabetically)

*Indicates first listing.

Advertising Federation of America, midwinter legislative conference, Statler-Hilton Hotel, Washington, Feb. 7; 5th district, Shawnee Hotel, Springfield, O., March 22-24; 4th district, Robert Myer Hotel, Jacksonville, May 10-12; 9th district, Denver-Hilton Hotel, Denver, June 23; 58th national convention, Denver-Hilton Hotel, Denver, June 23-27; 1st district, New Ocean House, Swampscott, Mass., Sept. 23-25.

American Assn. of Advertising Agencies, Southwest Council, Shamrock-Hilton Hotel, Houston, Feb. 14-16, 1962.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, annual publishers meeting, Homestead, Hot Springs, Va., May 6-9, 1962.

Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago, Feb. 18-20, 1962.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19, 1962.

National Advertising Agency Network, annual meeting, Dorado Beach Hotel, San Juan, Puerto Rico, June 27-July 2, 1962.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15, 1962.

***National Federation of Advertising Agencies**, annual management conference, Hollywood Beach Hotel, Hollywood, Fla., May 3-8.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24, 1962.

***Western States Advertising Agencies Assn.**, annual conference, Oasis Hotel, Palm Springs, May 9-12.

Independent Offers 'Kozmo'

Independent Television Corp., New York, has concluded an agreement with Paramount Pictures Corp. for the production of a 3½-minute color cartoon tv series, "Kozmo—the Kid from Mars." The series, which will deal with the adventures of a character from another planet, will be produced by Paramount and financed and distributed by Independent TV.

Doral Club Names Friedlander

Charles Friedlander Advertising, Miami, has been appointed agency for the new multi-million dollar Doral Country Club, Miami, which will be opened soon. The new club will use magazines, newspapers, trade publications and direct mail in its promotion.

Brook Hill Farms to Peitscher

Brook Hill Farms Inc., Chicago, producer of dietary dairy specialties and allied products for the dairy trade, has named Peitscher, Janda/Associates, Chicago, to handle its advertising.

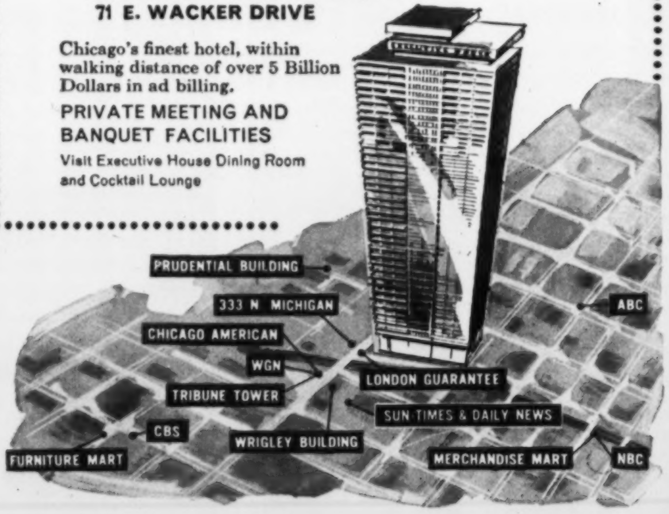
AD MEN PUT *Executive House*® **ON THE MAP . . .**

your ad headquarters in Chicago at
71 E. WACKER DRIVE

Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.

PRIVATE MEETING AND BANQUET FACILITIES

Visit Executive House Dining Room and Cocktail Lounge



Young Moderns
J Hooks

THE CHICAGO TRIBUNE REACHES *more of the readers* YOU WANT

How big is your feminine following in Metropolitan Chicago? Of the 1,920,500 newspaper-reading women in this market, there are many who probably buy your particular product. Yet how many are there who don't, but could?

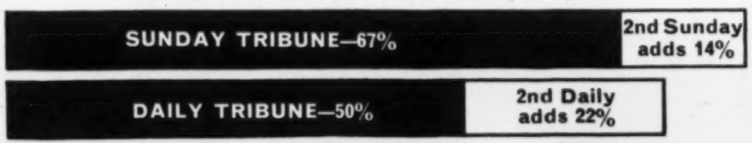
The problem is not simply one of reaching more women. You want the right kind of women—the ones who buy. In Chicago, this is easy. Most of them read the Tribune

Take a frequently-purchased item like a woman's dress, for example. In Chicago and suburbs, 67% of all dress buyers read the Sunday Tribune; 50% read the Daily Tribune.

Now maybe you sell dishwashers, dog food or drip-dry suits instead of dresses. It makes little difference. No matter what kind of buyers you're after, the Tribune reaches more of them than any other Chicago newspaper.

That's why, dollar for dollar of your advertising budget, the Tribune can produce greater sales and profits for you.

HOUSEHOLD COVERAGE OF DRESS BUYERS



The readers you want are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

MARKET POWER CHICAGO

More readers . . . more buyers . . . more results

THE CHICAGO TRIBUNE

For Mid-America Advertisers . .

BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

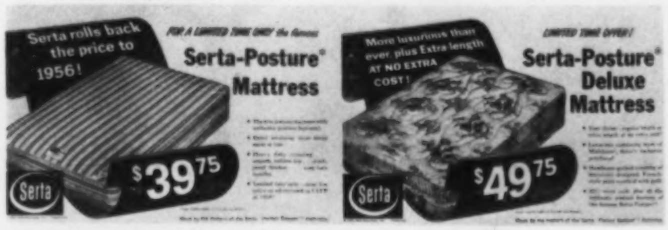
Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day

Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri


Serta rolls back the price to 1956!
FOR A LIMITED TIME ONLY the famous
Serta-Posture® Mattress
$39.75
Serta
More luxurious than ever plus Extra length AT NO EXTRA COST!
LIMITED TIME OFFER!
Serta-Posture® Deluxe Mattress
$49.75
Serta

PROMOTIONAL PAIR—*Serta Associates will use a half-page b&w spread in Life Jan. 5 to promote its $39.75 mattress along with a step-up model for $10 more. Tatham-Laird, Chicago, is the agency.*

KYW-TV Names Holman

Aubrey Holman, formerly an account executive with KPIX, Westinghouse Broadcasting Co.'s tv station in San Francisco, has been appointed assistant sales manager of KYW-TV, Westinghouse's Cleveland outlet. Named to succeed Mr. Holman on KPIX's sales staff, was A. H. (Chris) Christensen, formerly advertising and sales promotion manager of KPIX.

Serta Sets Winter Promotion for Two Mattresses

CHICAGO, Nov. 28—The winter promotion for Serta Associates will center around a half-page spread in *Life* Jan. 5, featuring two specially priced mattresses.

A $39.75 Serta-Posture mattress will be promoted under the theme, "Serta rolls back the price to 1956," with the ad noting that Serta offered the same price in a 1956 *Life* ad.

The step-up model, at $49.75, offers extra length at the same price.

The *Life* ad will be backed by local and regional advertising by the 40 companies licensed to manufacture Serta bedding. The company declined to state its planned expenditure, but said its budget for 1962 will be the largest in its history.

Members of Serta's board of directors, meeting here two weeks ago, revealed that the step-up model accounted for about 40% of total promotional sales when the two mattresses were featured earlier this year, a departure from the company's usual practice of featuring only one low-price mattress.

The directors said 1961 dollar volume is expected to be about even with 1960. #

Host Plans Two More Hotel-Motel Monthlies

Host Publications, Haworth, N.J., which in mid-November launched the *American Innkeeper*, a hotel-motel management monthly, has set a February target date for two new monthlies. They are *Best Western* and the *Magazine of Quality Courts*, whose combined circulations were predicted by Host to be 1,200,000. The magazines will be distributed via subscriptions and through two major motel chains, Qaulity Courts and Best Western Motels, as a guest service.

Although the editorial formats will be independent, advertisers will automatically contract for both publications at the one-time page rates of $6,500 for b&w and $8,750 for four-color. Editorial direction will be by Ron Butler, art direction by Peter Parnell. National advertising representatives for Host Publications are Swan-Lynch & Associates, Wilmette, Ill.; Fred Wright Co., St. Louis; and Michael Simon Co., Los Angeles.

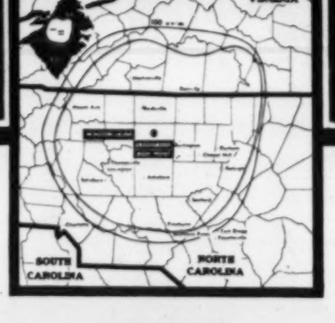
'Time' Sets N.Y. Edition

Time will publish a New York metropolitan edition, effective with its March 2, 1962, issue. It will cover 22 counties including parts of Connecticut and New Jersey. Circulation base will be 300,000, and the one-time b&w page rate will be $2,300. The edition will run every fourth week, and will be available in page units of all coloration. *Time's* current regional editions are eastern, central, western and southern.

MGM Opens New Orleans Base

MGM Telestudios, Culver City, Cal., has established a winter production base in New Orleans for exterior taping of television commercials. This follows the company's opening this year of a summer tv taping base in Bucks County, Pa.

PERSONALITY AT WORK!



"Steady there, Lee". . . *Lee Kinard, WFMY-TV, hits the ice at Greensboro Coliseum Ice Rink for his TV Matinee Show. He's smiling even as he goes down. That Kinard smile is famous throughout WFMY-TV's area of 466,640 TV homes. It's in evidence on TV Matinee, Lee's popular afternoon variety show, and it brightens morning moods on his news-weather-sports Morning Show. A lady in Martinsville, Va., wrote, "Your smile is infectious and always there. How do you do it?" Genuine high spirits and good humor do it. Lee has them in a combination that has won thousands of loyal friends throughout WFMY-TV's 44-county service area. As one viewer put it, "We don't even mind hearing that the weather is going to be bad if you are the one to say it."*

SEAL OF GOOD PRACTICE

Represented by Harrington, Righter & Parsons, Inc.

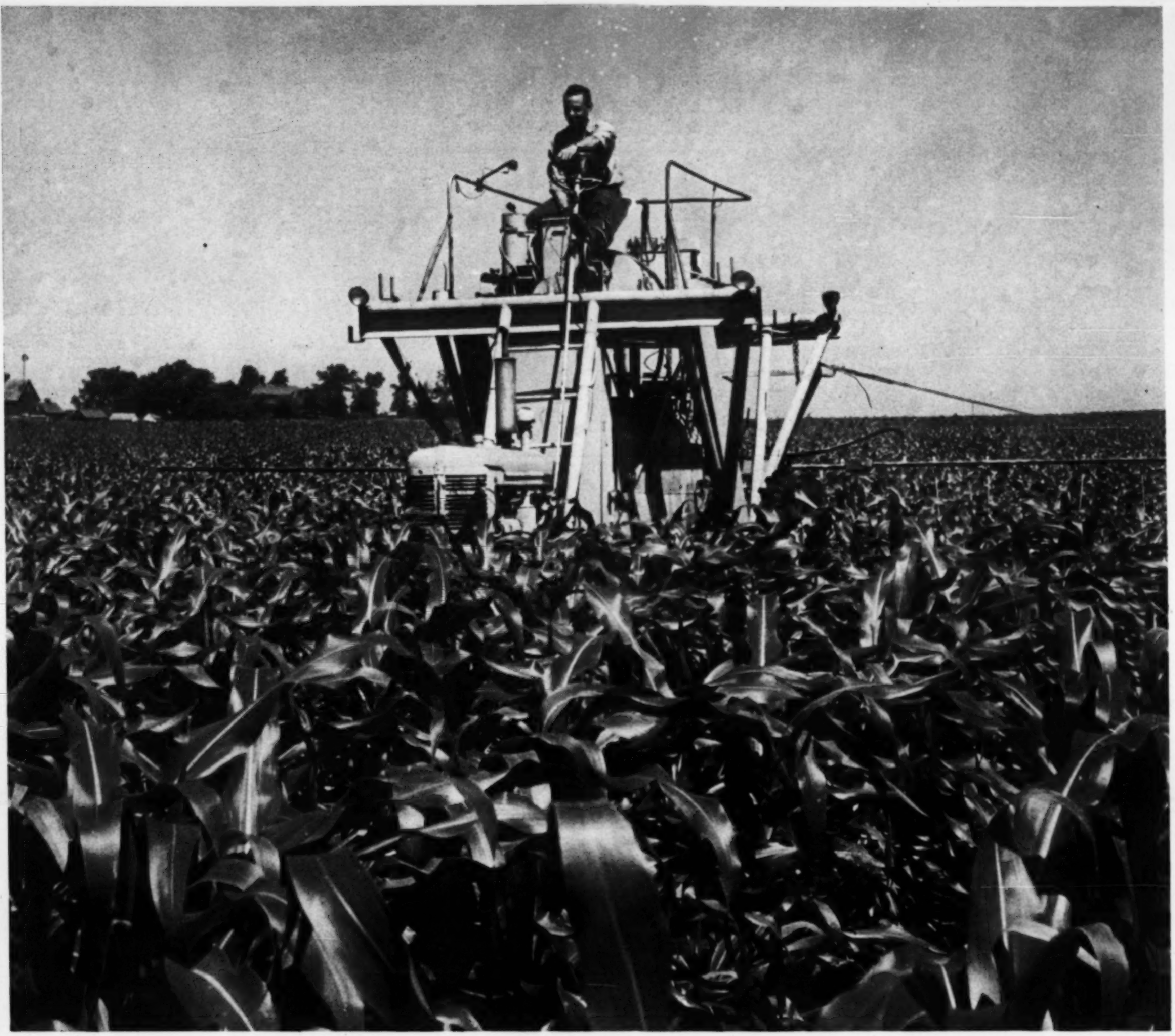
CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N.C.

"Now In Our 13th Year Of Service"

SERVING THE PROSPEROUS PIEDMONT



He's riding higher than ever!

Today's Southern farmer is an efficient business man who is getting more and more of his work done at low cost with labor-saving farm machinery. He is an excellent customer for farm equipment manufacturers and for the automotive industry.

He practically lives and works on wheels. He owns 35.5% of the nation's farm-owned automobiles . . . 27.7% of the farm-owned tractors . . . 37% of the farm-owned trucks.

To show you how he keeps his equipment rolling, he buys 38% of the farm-owned automobile tires . . . 40% of the tractor tires . . . 54% of the farm truck tires. He is a big reason why the South uses 19½ BILLION gallons of gasoline annually.

This trend to power has helped to make farm families in the 16 Southern states better customers for seed, feed, fertilizer, chemicals and other farm production items . . . plus the many hundreds of products that are part of family living.

And these rural families are better able to buy what they want today than ever before. The South's cash farm income soared to an all-time high of $10,431,404,000 in 1960. This represents a gain of more than $2 BILLION in 10 years.

During the same period, the South's country bank deposits and farm-owned government bonds rose from $6.3 BILLION to $8.9 BILLION . . . the average size of the Southern farm increased from 148 acres to 217 acres, and the average value of the Southern farmer's land and buildings increased from $8,654 to $22,426.

To sell this prosperous and progressive market, advertise in The Progressive Farmer to reach 1,411,000 subscriber-families *(more than 5,785,000 readers)*. Whatever you are selling—you'll do better South with The Progressive Farmer.

The South Subscribes to The PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

EVER LEAVE SOMETHING BEHIND ON A TRIP – LIKE YOUR CHILD?

Well, people do. Last summer a California couple taking an Oregon vacation in a station wagon with six kids forgot to count heads one morning and roared off minus one sad-eyed youngster.

Minutes later our KGW news staff, monitoring the Portland police radio, picked up the report and flashed the story. Among our listeners was a deputy fire marshall. He spotted the California license plates and flagged down the family.

Result: two slightly red-faced parents raced back to claim their missing passenger.

That's a service the Crown Stations perform for free. Glad to do it, and we do it almost every day. People expect the Crown Stations to cover the little crises, as well as the big ones. It's part of the *personal touch* we encourage and our listeners love.

Like the time the Washington rooter lost his wife among 100,000 football fans after the Rose Bowl. How'd you like his problem? He found her by inquiring at the KING-Formation booth. Our Seattle station had set up a "clearing house" for out-of-town visitors in the Biltmore Hotel in Los Angeles. Both knew where to go.

Sure, lots of stations *claim* to have the personal touch ...grass roots loyalty and all that jazz. Well, we prefer to win friends *by doing things*, not by talking about them. The mark of a Crown Station—TV, AM or FM —is our willingness to go out of our way to help people, inform people, entertain people.

Know something else? It works. Ask any sales manager shooting for new sales goals in this big, moving Pacific Northwest—the Crown Corner of the United States. He prefers his business on the Crown Stations. That's where his customers are.

THE CROWN STATIONS

KING, AM, FM, TV, Seattle
KGW, AM, TV, Portland
KREM, AM, FM, TV, Spokane

LOOKING AHEAD? If you're raising your sights in 61, draw a bead on the premium men's market of over 1,300,000 Elks.

*Starch Consumer Magazine Report 1961

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Almost three-quarters of a million are business executives and professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,709*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market

Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—lowest of any Man's magazine.

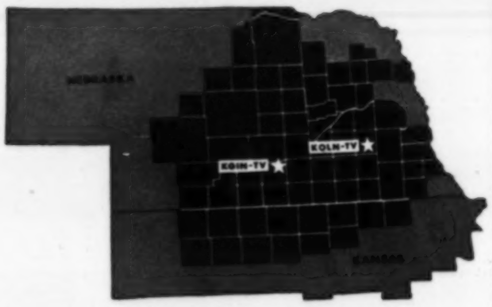
CIRCULATION: 1,308,301 (ABC 6/30/61)
C/P/M: $2.33

THE Elks MAGAZINE

• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV/KGIN-TV!



. . . covering a bigger, better Lincoln-Land

In Nebraska's other big market there's no need to split your dollars three ways (as you must in the extreme East) to reach the viewers.

Here, two stations (KOLN-TV and satellite KGIN-TV) *combine* to deliver Lincoln-Land, the greatly expanded other big market in Nebraska. The map indicates the boundaries; the figures at left give you an idea what the area contains.

Avery-Knodel can give you the whole story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	$1,519,268,000
TV Homes	237,900
Retail Sales	$1,124,130,000

The Fetzer Stations
AM—TV—FM
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

KOLN-TV / KGIN-TV
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Getting Personal

John E. Fetzer, president of Fetzer Broadcasting Co., Kalamazoo, has purchased the final one-third interest in the Detroit Tigers for $1,750,000-$2,000,000. He purchased the first third interest five years ago from the estate of the late Walter O. Briggs and the second third one year ago . . .

C. Leonard Shaw, who retired Sept. 30 as advertising manager of Norton Co., Worcester, after 46 years with the company, was honored at a dinner given by the Worcester Advertising Club and the Worcester County Club of Printing House Craftsmen . . .

John Lupton, Connecticut state senator and head of a New York agency bearing his name, is being mentioned as a possibility for the G.O.P. gubernatorial nomination in 1962 . . .

Kenneth N. Domnick, vp and director of advertising and public relations, National Bank of Tulsa, has received the Distinguished Service Award of the Oklahoma Petroleum Council, marking the first banker to receive the award. Mr. Domnick received the award for "his public relations efforts" as the current chairman of the Chamber of Commerce Petroleum Industry committee for the Anadarko Basin Tour project which the National Bank of Tulsa carried out earlier in the year . . .

Reginald E. Beauchamp, president of Poor Richard Club of Philadelphia and special events director of the *Philadelphia Evening* and *Sunday Bulletin*, has been named "man of the year" by the Philadelphia Fashion Group . . .

DOUBLING IN BRASS—*Bliss Woodward, account exec at Friend-Reiss Advertising, New York, gets a bon voyage from Ben Reiss, chairman of the board, as he heads for a West Coast tour as the nation's top man in the Coast Guard Auxiliary. With the five star rank of National Commodore, he will be visiting three Coast Guard Auxiliary districts. This is his second year as National Commodore, and he hopes to repeat the goal of visiting all 13 districts, as he did last year.*

Charles J. Stillman Jr., ad representative of Hayden Publishing Co., has been elected commodore of the third oldest yacht club in the U. S., the North Shore Yacht Club in Port Washington, N. Y. . .

Lorelli E. Lundry, secretary-treasurer of National Business Publications, has resigned to marry **Harry Screen**, of United Air Lines, Jan. 6 . . .

Arthur Laro, editor and publisher of the *Los Angeles Mirror*, has been named to the 1962 National Brotherhood Week media committee of the National Conference of Christians & Jews . . .

Clair G. Henderson, Rippey, Henderson, Bucknum & Co., has been named chairman of a 12-member chamber of commerce committee to evaluate suggestions for reorganization of the Denver police department . . .

James L. Turrentine, director of public relations and assistant to the board chairman of Pitney-Bowes Inc., Stamford, has been elected president of the Family Service Assn., a federation of more than 300 family counseling services throughout the U.S. and Canada . . .

Arnold Kupper, president of Arnold Kupper Advertising, Hartford, has been elected to the board of directors of the Cliffside Country Club, suburban Simsbury, Conn. . .

Roy Petersen, account executive in the San Francisco office of Foote, Cone & Belding, is now at his Menlo Park home recuperating from a recent automobile accident in which he was badly shaken up and suffered several cracked ribs . . .

Mr. and Mrs. **Charles H. Brower** have announced the engagement of their daughter Anne to James E. Culver Jr. Both are students at the college of physicians and surgeons of Columbia University. The bride-to-be's father is president of BBDO; the groom-to-be's father is exec vp of H. P. Cannon & Son . . .

Jules B. Singer's book, "Your Future in Advertising," is now out as a paperback for wider circulation among students. A senior vp of Grey Advertising when he wrote the book last year, Mr. Singer is now a marketing consultant . . .

The advertising and allied industries in New York honored Ed Sullivan, tv personality, at the annual Joint Defense Appeal dinner. Chairman of the affair was **George T. Laboda**, radio-tv director of Colgate-Palmolive . . .

E. David Rosen, assistant general manager of WAST-TV, Albany, has a new title: Chief Barker of Tent Number 9, Albany chapter, of the Variety Clubs International. And in Pittsburgh, **Jerome R. Reeves**, general manager of KDKA-TV, similarly has been named Chief Barker of Variety Club Tent No. 1 in that city . . .

FOR '62

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1. A FRESH MARKETING APPROACH
2. A DYNAMIC SALES STRATEGY
3. A DRAMATIC ADVERTISING PROGRAM

All 3 can be *built-in* when you put The Wall Street Journal at the head of your list.

Advertising isn't created in a vacuum. It has to be related to marketing and selling. And when you've succeeded in tying up the package—realistically and forcefully—you've got an advertising program that *works.*

TREET JOURNAL
New Orders Up
The Outlook
Appraisal of Current
In Business and
Unfilled Orders
New Orders

The Wall Street Journal makes your job easier. It gives you a selective circulation of the most influential business buying factors. And it's a *big* circulation—over 750,000. It carries your sales message horizontally from one company to another, and from one industry to another, all across the country. And it gives you vertical penetration as well—up and down through the executive echelons.

The Wall Street Journal gives you regional marketing maneuverability. There are 4 editions—yours to use as best fits your marketing plan. You can use all editions, several or even only one. You can switch copy, you can test, you can do just about anything that needs to be done to wring the last cent of power out of your ad dollar.

And don't forget The Journal's *daily*-ness, and its full-newspaper size. You can dominate by choice of space. You can saturate by high frequency.

The possibilities for dramatic, powerful advertising are unlimited—not tied down to slow-cycle publishing frequency, long closing dates, restrictive space unit availabilities.

Shape your '62 program with The Wall Street Journal at the head of your list and you'll be building toward results that will make *you* #1, too!

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., Chicopee Falls, Mass.
Chicago and Cleveland • Dallas • San Francisco...
and big, new Riverside (Calif.) plant now under way.

it swings

Pick up the fresh, fast tempo of Ladies' Home Journal; in every new issue a sweet combo of knowing prose and the liveliest look this side of Birdland. On newsstands, too, the Journal's mood is strictly up-beat as it outsteps the competition by a widening margin. Like to have the youngest, wealthiest audience in the women's field calling your tune? Then come string along in the Journal!

LADIES' HOME

JOURNAL

NO. 1 IN NEWSSTAND SALES AMONG WOMEN'S MAGAZINES

[illegible] brilliant [illegible] Home

BIG RUN CATALOG PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N. Y. 1

KXLY, KXLY-TV Name Jones

Gar Jones, formerly with the news department of KXLY, Spokane, Wash., has been appointed promotion manager of KXLY and KXLY-TV. He succeeds Jack Lantry, who resigned to accept a similar post at KIRO and KIRO-TV, Seattle.

Teknika Names Rolnik

Teknika Inc., Hartford, maker of sonic defoaming systems, has named Robert E. Rolnik Associates, New York, to handle advertising and public relations.

COLOR TV OWNERS RATED A TOP-CLASS MARKET

A study by Market Facts, Inc. shows the median income of Color TV families is $13,123 as against a $5,417 national average. That's another dollars-and-cents reason why more and more sponsors are moving up to Color TV. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

AGAIN

for the 6 months ended 9/30/61 circulation of the evening Journal-American exceeded

615,000

AGAIN

the gap between the Journal-American and the 2nd evening newspaper exceeded 150,000

AGAIN

the gap between the Journal-American and the 3rd evening newspaper exceeded 250,000

NEW YORK Journal-American

Represented Nationally by Hearst Advertising Service Inc.

Thomson Says U.K. Reader Surveys Inflate Figures; Offers Reward for New Techniques

LONDON, Nov. 28—Techniques used in readership surveys for a quarter of a century have resulted in gross overestimation of the coverage figures of certain publications, according to Harry Henry.

Mr. Henry, a specialist in research techniques, was formerly head of Marplan Ltd., the McCann-Erickson Ltd. research subsidiary. He is now director of marketing for the Thomson Organization.

He mentioned this "major flaw" in research techniques when announcing last week that the Thomson Organization is to offer two annual awards for media research: The Roy Thomson Gold Medal (plus $1,400), and the Roy Thomson Silver Medal (plus $560). The awards are intended to "promote the development of media research in the United Kingdom by encouraging fresh thinking beyond the framework of existing research techniques."

▪ The gold medal will be awarded for the best solution to a set problem; the silver medal for the most meritorious theoretical solution to any other media research problem, entrants being free to select their own specific subject.

The awards will be made to individuals (singly or in collaboration), not to organizations, and are open to all without restriction of nationality or residence, but problems and their solutions must be appropriate to media in the United Kingdom. The annual competition will close in June.

Announcing the set problem for the gold medal for 1961, Mr. Henry said it is one of vital importance to media research. For almost 25 years the techniques used in readership surveys have resulted in gross overestimation of the coverage figures for certain classes of publications—more especially monthly magazines, but to some extent weeklies as well, he said.

"It is now clear, for example, that in the case of certain magazines, figures for 'readership' given in standard existing surveys are anything up to three times as large as they should be, if they are to be regarded as an accurate measure of the readership and coverage of an average issue," said Mr. Henry.

"The reason for this is the existence of a major flaw in what researchers term the 'model' that has traditionally been used.

▪ "In the light of our latest knowledge it seems extraordinary that this flaw in the model should have been spotted only within the last year or so. Certainly having regard to the part I personally have played with the Hulton Surveys from 1947 onwards and with the Institute of Practitioners in Advertising surveys since 1956, I am in no position to criticize other people in the media research field.

"The task now, however, is not to cry over spilt milk, but to find as quickly as possible a method of arriving at some more accurate form of measurement.

"The problem has in fact been under consideration by the appropriate committees for just about a year now, without anybody getting appreciably nearer a solution."

▪ The problem, as set out in the details of the Thomson Awards for media research, says:

"The standard model used in virtually all readership surveys carried out in Great Britain during the past 25 years assumed that the total number of people who will read an average issue of a periodical during the whole of its life . . . is identical with the number of people who have read *any* issue during the last publication-frequency period.

"Thus informants are asked, for example, whether they have read any issue of a particular monthly magazine during the previous month; the number answering in the affirmative is traditionally taken as being equivalent to the total number who read an *average* issue of the magazine during the whole of its life.

"Recent work in this area has drawn attention to the fact that this traditional model is not of general validity and only holds true (a) where the informant regularly reads *every* issue, or (b) no informant reads any particular issue for longer than its publication frequency-period." #

McConnell Promotes Two

Reg G. Eldridge, copy chief of McConnell, Eastman & Co., Toronto, has been appointed assistant creative director of the Toronto office, and Joseph J. Fahlenbock has been named copy chief. The agency also has been named agency for Simplot Co. of Canada, Carberry, Man., potato processing company.

Post & Morr Adds Two

Ray Klaus has joined Post & Morr, Chicago, as an account executive, and Gene Rohloff has joined the agency as a copywriter. Mr. Klaus formerly was associated with Dwight Bombach Associates, Chicago; Mr. Rohloff previously worked for Arthur Meyerhoff Associates, Chicago.

Smith, Henderson Adds One

Smith, Henderson & Berey, New York, has been appointed by Standard Packaging Corp., New York, to handle advertising for Stancraft playing cards, made by the Stancraft division in St. Paul. Smith, Henderson also has named Craig Perkins, previously with Wexton Co., to its copy staff.

WCKR Names Komito

Milton Komito, formerly general sales manager of WCKR, Miami, has been appointed station manager, succeeding Alan Henry, who resigned to join KWK, St. Louis.

NO "IFS"
OR "BUTS"—
WHEN YOU
NEED 'EM
THEY'RE THERE!

Scrapbook Service

The need for a scrapbook record of ads is obvious. They are used by your art and copy departments. You specify what advertisements you want in your scrapbook—either your competitors' ads—your own—or both. ACB will find the ads in the newspapers or magazines—and service them in a scrapbook which they will provide. Thereafter—when you want them—they'll be there!

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

WHO BUYS CANNED DOG FOOD IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: Canned Dog Food TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS 22.7% (117,600)

CHARACTERISTIC	CANNED DOG FOOD	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	15.6%	21%	23%	14%
$3000 - $4999	22.1	32	34	19
$5000 - $6999	26.6	45	39	22
$7000 or more	26.4	59	47	17
AGE (Head of Household)				
Less than 35	21.3%	37%	36%	14%
35 to 50	28.9	39	34	20
50 or more	17.1	36	37	20
FAMILY SIZE				
1 or 2	15.4%	36%	36%	17%
3 or 4	26.2	41	37	20
5 or more	25.9	35	33	18
OCCUPATION				
White Collar	24.1%	49%	42%	20%
Blue Collar, Skilled	26.3	35	35	22
Unskilled & Farm	18.0	28	27	9
Other	15.9	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, 1961-62
Sales Management Survey of Buying Power, May 10, 1961

Nearly 23% of the 517,900 families who make up the Houston market buy canned dog food . . . and to people who purvey pet products . . . that represents a powerful parcel of puppies (and their elders.)

But the tail of a market is only partially told through raw figures.

The real breed of the market for a particular product or brand is a blend of many strains and characteristics. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells pet food manufacturers that folks who feed their canines from a can in the Houston market tend to have middle and higher incomes, are in the middle age brackets, tend to have more than the average number of humans per family and fall on the blue and white collar end of the employment scale.

It also tells advertisers of pet products that the same characteristics that apply to canned pet food buyers in Houston apply to readers of THE HOUSTON POST.

Whether you're selling pet food or pop corn, beans or bacon, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

Every day is wash day in the appliance business. Here EMW's Ann Noone visits the New York showrooms of Bruno, Inc., world's largest appliance distributor, for a firsthand

40,500 appliance men on one extension cord

$1,165,800,000! That whopping figure is the total retail price of 4.8 million home laundry units sold in 1960. But to appliance dealers it's merely a figure. What they really want to know is who sold the units, and *how*? At least 40,500 subscribers who regularly plug in McGraw-Hill's ELECTRICAL MERCHANDISING WEEK know.

Covering the enormous appliance-radio-TV and housewares field (of which home laundries are only a

report on new products. Joseph J. Riley, general manager of RCA Whirlpool sales for Bruno, obliges with a demonstration and discussion of 1962 washer-dryer combinations.

small fraction) calls for real reportorial ability—the kind EMW New Products Editor Ann Noone brings to the job.

With a background of over 25 years in the industry, Ann knows just where to look for the merchandising facts, and can spot a trend from the time it's a driblet. She is called upon for feature stories, the "women's angle" and countless educational reports. Her comprehensive reviews of changes in product lines serve as guidebooks to retailers. Let her mention a product name and the pertinent facts, and the chances are that information will be put to use by dealers later as a sales tool.

Editorial experience like Ann's makes for the kind of thoroughness that has brought McGraw-Hill business publications a record 1,500,000 paid subscriptions. They include key men in every industrial field—the kind of audience that really counts with advertisers.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC. • 330 WEST 42nd ST., NEW YORK 36, N. Y.

Art Directors Honor Ayer

N. W. Ayer & Son, Philadelphia, has been awarded eight gold medals by the Art Directors Club of Philadelphia in the club's 26th annual exhibition of advertising, editorial art and design. Ayer won top prizes for color newspaper ads (6), color magazine ads, and 24-sheet posters. Other gold medal winners were Mel Richman Inc. (trade periodical ad, two or more colors); Batten, Barton, Durstine & Osborn, two medals for b&w trade periodical ads and outdoor posters; and Sudler, Hennessey & Lubalin, promotional material for *Holiday*.

Acker Joins Tampa Jai-Alai

B. E. (Bud) Acker has been elected to the new position of exec vp of Tampa Jai-Alai. Mr. Acker formerly was an account supervisor for R. E. McCarthy & Associates Advertising, Tampa, a division of Liller, Neal, Battle & Lindsey.

Admen in General React Favorably to Revamped 'Post'

NEW YORK, Nov. 28—Over-all reaction to the revamped *Saturday Evening Post*, now in its 11th "revolutionary" issue, continues to be favorable and appears to be picking up steam.

The majority of advertisers and agencies who liked the Sept. 16 face-lifting tend to be more firm in their convictions; a few who earlier said "wait and see," or who pined for the old book, have either hopped on the fence or flopped over it; a small core still likes "the old *Post*" better.

"Daring and controversial" editorial subject matter seems to be giving things like advertising position and modern graphics a run for their money as the chief influence on *Post* advertisers' pocketbooks. Pithy *Post* features like "Speaking Out—the Voice of Dissension" and "Articles That Really Crank You Up" have increasingly dominated admen's conversations.

▪ These were the patterns which emerged from a follow-up survey of executives' reactions to the restyled magazine. Here's what some of the admen said:

Arthur Toft, advertising director of Schick: "I like what they've done—a great improvement. The problem as I see it is having three major mass weeklies; some advertisers can't afford them all."

Victor Grohmann, president of Needham & Grohmann: "A very refreshing change of pace, definitely better than the old book."

Frank Gromer, vp and director of media, Foote, Cone & Belding: "It's new and exciting. At first the *Post* went too far with its 'new look,' but it's back in the right direction."

George Balterman, director of advertising of Schenley: "We're using the *Post*, but I'm a little disappointed; it didn't live up to the things it promised. Anyway, zone coverage is our primary concern."

Harry Kline, vp of Wunderman, Ricotta & Kline: "The change is too radical, but it's gone from a dear, dead old *Post* to something daring and controversial."

Frank Minehan, vp and media director of Sullivan, Stauffer, Colwell & Bayles: "Better layout, better editorial appeal—and better than the *Post's* live presentation."

Gerald Himmelsbach, information director of U.S. Brewers Assn: "I was enthusiastic when the *Post* first outlined its plans, and a little let down with the first issue. But now I'm not as disturbed."

George P. Norton, vp of corporate relations of General Telephone & Electronics, whose 1961 *Post* budget is $650,000. "The *Post* is much better. It was slow in changing its editorial copy; now it's doing it. 'On the Way Up' and the controversial articles are good."

▪ Some admen first queried in ADVERTISING AGE's September survey had this to say three months later:

Herb Zeltner, media director of Lennen & Newell: "They've stuck to their guns. Surely they've improved their editorial matter—there's the Kennedy story, for example."

Frank C. Marshall, ad manager of Heublein Inc: "They're heading in the right direction. We spent $600,000 with them this year, and probably will spend that in '62."

William E. Matthews, vp and media director of Young & Rubicam: "The present editorial direction is going to be realized and in terms of a magazine being increasingly useful to advertisers. I'm more specific about my feelings now."

Hank Hunter, director of communications of Olin Mathieson Chemical Corp: "The *Post* is considerably enlivened."

George P. MacGregor, vp of advertising and merchandising of Joseph E. Seagram & Sons: "The blush is off the rose. Before it was a habit; now it's readable. The advertiser gets a better break."

▪ Peter E. Schruth, vp and director of advertising of the *Post*, said the magazine had "100 more columns" of ads lined up now for the first quarter of the new year than it did a year ago. While the *Post* wouldn't disclose its "impressive" 1962 ad schedules, AA learned that some of these are: Nationwide Insurance, 29 pages; Nabisco 35 four-color pages; Schenley, set to make its first *Post* appearance via a $250,000 outlay on four programs for four brands; a Du Pont new product campaign; a Pillsbury spring spectacular; Ansco; and Carrier, which was out of the *Post* in 1961.

The *Post* said it picked up 50 new advertisers from Sept. 16 through Oct. 31. On the circulation side, Mr. Schruth said the magazine would have a smaller percentage of cut-rate subscriptions in 1962; the 1961 figure is about 45%. The November-December average circulation was said to be above 6,700,000, or 250,000 more than a year ago.

Early ad revenues under the "new look" went like this (the 1961 figure is shown first, 1960 second): Sept. 16—$3,356,372 versus $2,193,969; Sept. 23—$1,596,190 against $2,256,995; Sept. 30—$2,410,300 compared with $2,266,705; Oct. 7—$2,684,716 versus $2,528,029; and Oct. 14—$2,554,959 compared with $2,998,225.

Mr. Schruth said the *Post* was "optimistic," and that 1962 would be "off with a bang," including a "substantial increase in revenue and linage" for the magazine's annual "Automobile Row" issue, set for Jan. 6. #

Save Up to 40%
PRESCRIPTION DRUGS
and Nat'l Brand VITAMINS at
DISCOUNT PRICES
Rx
DISCOUNT PRICE LIST
TAKE ONE—COMPARE PRICES

TRANSIT AD TEST—*Getz Prescription Co., Kansas City, Mo., has launched a three-month test transit advertising campaign in Chicago for its discount mail-order prescription service. The company has concentrated on consumer and business publications in the past. Potts-Woodbury is the agency.*

Ziff-Davis, Barnes Join to Publish Special Interest Books

Ziff-Davis Publishing Co. and A. S. Barnes & Co., both New York, have announced a joint venture in the publication and distribution of special-interest books. They include the fields of boating, electronics, music, aviation, bridal, photography and automotive. Barnes & Co. will publish the books, and both companies will handle distribution. No dollar figure was disclosed, although the deal reportedly amounted to a purchase by Barnes & Co. of the publishing phase of the Ziff-Davis book division.

Popular Photography Book Service, a Ziff-Davis subsidiary which distributes photographic books to camera stores, will be operated jointly by the companies under the name of Photography Book Service. Some 22 sales representatives will continue to serve camera stores with the photo books. Barnes & Co. will handle sales to the general trade. Jerry Schneider, formerly Ziff-Davis general sales manager and later book division director, has been named assistant secretary of Ziff-Davis. Robert Gallicano, previously foreign sales manager, has been appointed to handle liaison between Ziff-Davis and Barnes.

Stebbins Promotes Five

Hal Stebbins Inc., Los Angeles, has promoted five executives in an executive realignment. Kendall J. Mau, senior vp, has been elevated to exec vp. The other four men promoted include Richard M. Citron, vp and manager of the agency's Sunnyvale, Cal., office; Rudolph Perkal, vp and supervisor of client services; Jack Vibber, vp and head of art and graphic services; and Jack P. Whitehouse, vp in charge of public relations.

Krueger Joins Chambers

Ron Krueger, formerly an executive with TV Stations Inc., has been named to the new post of vp in charge of radio and television of W. Craig Chambers Advertising Agency, Pittsburgh. While making his headquarters in Pittsburgh, Mr. Krueger also will maintain a New York office at Orbit Productions, a tv film producer which is affiliated with Chambers.

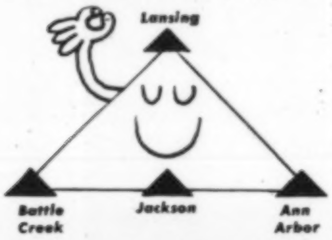
Leary Names Allston, Smith

Neale M. Leary & Co., Greenwich, Conn., specialist in corporate financing, has named Allston, Smith & Somple to handle its account. Advertising includes newspapers and magazines.

Not a square TV viewer in the whole MID-MICHIGAN market . .

WILX-10-TV

has triangle TV viewers . . .



Look at this MID-MICHIGAN

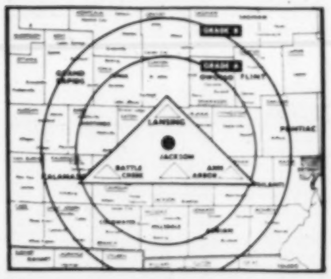
DRUG BONANZA

DRUG SALES in the four metropolitan area cities total:

LANSING $13,866,000.00
Ann Arbor 9,443,000.00
Battle Creek 7,312,000.00
Jackson 7,156,000.00
TOTAL: $37,777,000.00*

*Figures from SALES MANAGEMENT SBP Issue.

WILX-TV delivers Grade A coverage to all four Mid-Michigan metro markets. This combined Mid-Michigan drug market ranks 32nd in national sales.



Here's the real Mid-Michigan buy . . . Lansing, Jackson, Battle Creek and Ann Arbor. Full Time NBC. Tower: 1008′ Power: 316,000 watts.

WILX-NBC-TV
LANSING/JACKSON
Represented by VERNARD, RANTOUL & McCONNELL, Inc.

43%

of all
Houston Daily Newspaper Families
read only THE CHRONICLE
These Families represent
An Annual Market Potential of
$817,904,000
that you get only by advertising in
THE HOUSTON CHRONICLE

BOWL GAMES ON COLOR TV

The Rose, Sugar, Senior, Pro and Liberty Bowl games are all scheduled for Color TV coverage. Everybody's switching to Color. Why don't you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900

VACANT LOT YESTERDAY ...DISCOUNT HOUSE TODAY

—and they're selling drug products

Discount houses, supermarkets, department and variety stores, and mail order houses now vie with chain and independent drug stores for a share of the retail drug dollar. How has this affected the retail pharmacist?

Drug store owners, managers and partners were asked a key question in an October 1961 survey conducted by Benson & Benson Research (in consultation with the National Wholesale Druggists' Association) for the Reader's Digest:*

"What do you consider to be the most pressing problem facing retail pharmacists today?"

1. Competition from:	
Supermarkets	21.0%
Discount houses	18.0
Mail Order houses	4.3
Other outlets unspecified	13.3
Total mentioning competition	47.0%
2. Need price protection fair trade	15.3%
3. High inventory because of so many new products	13.0%
4. Lack of competent help	8.3%
5. Unfair publicity from congressional action	7.3%

Competition dwarfs all the pharmacists' other problems; it dominated the discussions at the National Association of Retail Druggists' convention this October.

Drug News Weekly tackles the problem of competition head-on. It is the only publication to follow the market, providing full reports of news and competitive merchandising activity in **all** types of retail drug outlets. This is why **Drug News Weekly** is in position to accurately interpret today's new drug retailing—and to help its readers cope with their current problems. An example is the timely series of reports "Changing Patterns of Retail Drug Distribution," which examines the drug sales situation in a different metropolitan market area each week.

Advertise in Drug News Weekly; you'll find it a fine location for selling.

*For a complete copy of the study, contact the Reader's Digest, New York

DRUG NEWS WEEKLY

7 East 12th Street • New York 3, N. Y.

THE BIG DIFFERENCE IS NEWS

MEC Award to Johns-Manville

Marketing Executives Club of New York has awarded its New Frontiers in Marketing Award for 1960 to Johns-Manville Corp. in recognition of the company's seven-star promotion for home builders, handled by Cunningham & Walsh. Johns-Manville competed with 729 other entrants.

Publisher Names Two

Magazines for Industry, New York, has promoted Mrs. Beulah M. Altmann from assistant to the publisher to assistant to the president. At the same time, Victor Lavay, promotion manager, has been named to the new post of ad promotion manager.

Gardner-Taylor Adds Six

Gardner-Taylor Advertising, Memphis, has added six new accounts. They include the phantom bed division of BHQ Corp., Tennessee Pharmaceutical Co., Econ-O-Labs, Real Estate Pictorial Inc., Guardian Discount Co. and McKenzie Boat Co.

Two Join F&S&R in N. Y.

Roy F. Weber, formerly an account executive of MacManus, John & Adams, has joined Fuller & Smith & Ross, New York, in the same capacity. Pat McInroy, previously with Young & Rubicam, has joined F&S&R as a copywriter.

Woody says: When you want to cover Central Illinois use

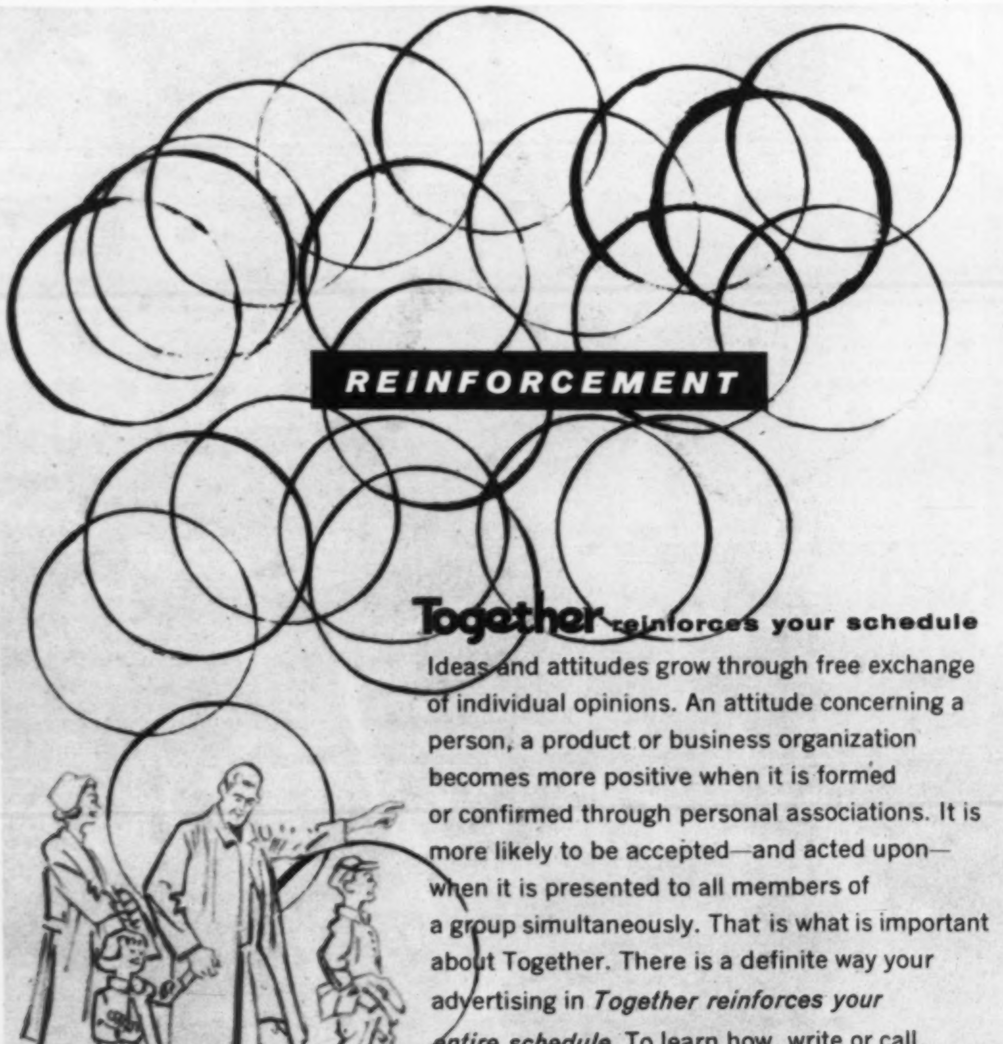
RED CARPET* ADVERTISING

*Red Carpet Advertising? It's full coverage advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS Pantagraph BLOOMINGTON

Represented by: Ward-Griffith Co., Inc.



Together reinforces your schedule

Ideas and attitudes grow through free exchange of individual opinions. An attitude concerning a person, a product or business organization becomes more positive when it is formed or confirmed through personal associations. It is more likely to be accepted—and acted upon—when it is presented to all members of a group simultaneously. That is what is important about Together. There is a definite way your advertising in *Together reinforces your entire schedule.* To learn how, write or call.

Together

ABC

740 RUSH STREET
CHICAGO 11, ILLINOIS

The midmonth magazine for Methodist Families

Publicker Keeps Radio Drive Going

PHILADELPHIA, Nov. 28—Publicker Distillers Products has renewed radio spot contracts with more than 40 am and fm radio stations around the country for its Old Hickory bourbon and Philadelphia White Label whisky.

The company had spots on some 56 radio and tv stations (one in Alaska) and, while it cannot determine whether the radio commercials are bringing about increases in sales volume for either or both brands, the decision is to continue to use the broadcast media.

John J. Schwed, advertising director of the company, which represents Continental, Kasser, Haller and Old Hickory distilling companies, told ADVERTISING AGE that some contracts had been allowed to lapse. However, many of the stations no longer running spots are back in the picture again.

"We are trying to find reasons to continue using radio," he said.

Fm stations comprise a large number of the stations which have accepted the hard liquor advertising. They are spread around the country, especially in the metropolitan markets of Los Angeles, Chicago, San Francisco and New York, he said.

■ Mr. Schwed said Publicker still has not encountered any special problems in obtaining time on radio, but he would not comment about television. Last August, Publicker had Old Hickory spots running on two tv stations, one in Florida and one in Alaska. The Florida station withdrew its time offer after a short run.

Mr. Schwed was reluctant to make a fuss about its use of broadcast media, because Publicker considers them just another outlet for its advertising messages. He said the company has not come under any pressure from any organization. Whether stations using the Old Hickory or Philadelphia brand spots are being pressured is not known, he stated.

As to whether radio spots are paying off, Mr. Schwed replied, "Who knows?" Liquor advertising doesn't work that way, he pointed out.

The radio schedules are supplemental to the various distilling subsidiaries' newspaper and magazine expenditures.

■ Ellington & Co., New York, is the Old Hickory agency. Al Paul Lefton Co. is the Philadelphia White Label agency.

Copy and purchases of time are being decided upon jointly by the agencies and Publicker. #

BARRETT
RIGIDWALL
INSULATING
SHEATHING
"Hey, Joe, where's the boss?"

SALUTE TO NAHB—*Allied Chemical, New York, will run this page ad in the Wall Street Journal Dec. 4 promoting the National Assn. of Home Builders convention in Chicago, Dec. 3-7. The ad is part of a continuing corporate campaign to identify each division. Benton & Bowles is the agency.*

Jane Trahey Adds Two

Craig/Craely Casuals, dress manufacturer, and Fallani & Cohn, manufacturer of decorative linens, both of New York, have appointed Jane Trahey Associates, New York, to handle their advertising. Ettinger Advertising formerly handled Craig/Craely.

McCormick Joins 'A&SP'

John F. McCormick has joined the New York sales staff of *Advertising & Sales Promotion.* Formerly with *Automotive Service Digest,* he also has worked for *Nation's Business* and Macfadden Publications.

Walsh Named VP

Frank Walsh, research director of Compton Advertising, Chicago, has been elected vp.

Clipping Cream!

winning
recipe
for
reader
interest

Carolina Clipping Service reads and clips more than 1,200 newspapers per week. Owner-manager, Mrs. Thompson Greenwood, reports: "The big Journal and Sentinel Sunday newspaper yields more clippings per page than any other newspaper subscribed to by our service." This leadership assures the kind of acceptance that makes advertising more productive.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM
JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

Why there's no cartoon this month

Sorry about all that white space. Here's what happened.

For the past year, we've decorated this series of Business Week ads with cartoons. They've illustrated some of the non-management people whose requests for Business Week subscriptions had been declined.

Unfortunately, our agency's cartoonist, Dave Pascal, thought it was only a gag. He couldn't *really* believe we'd turn down hard cash. So he sent in a subscription request, and a check.

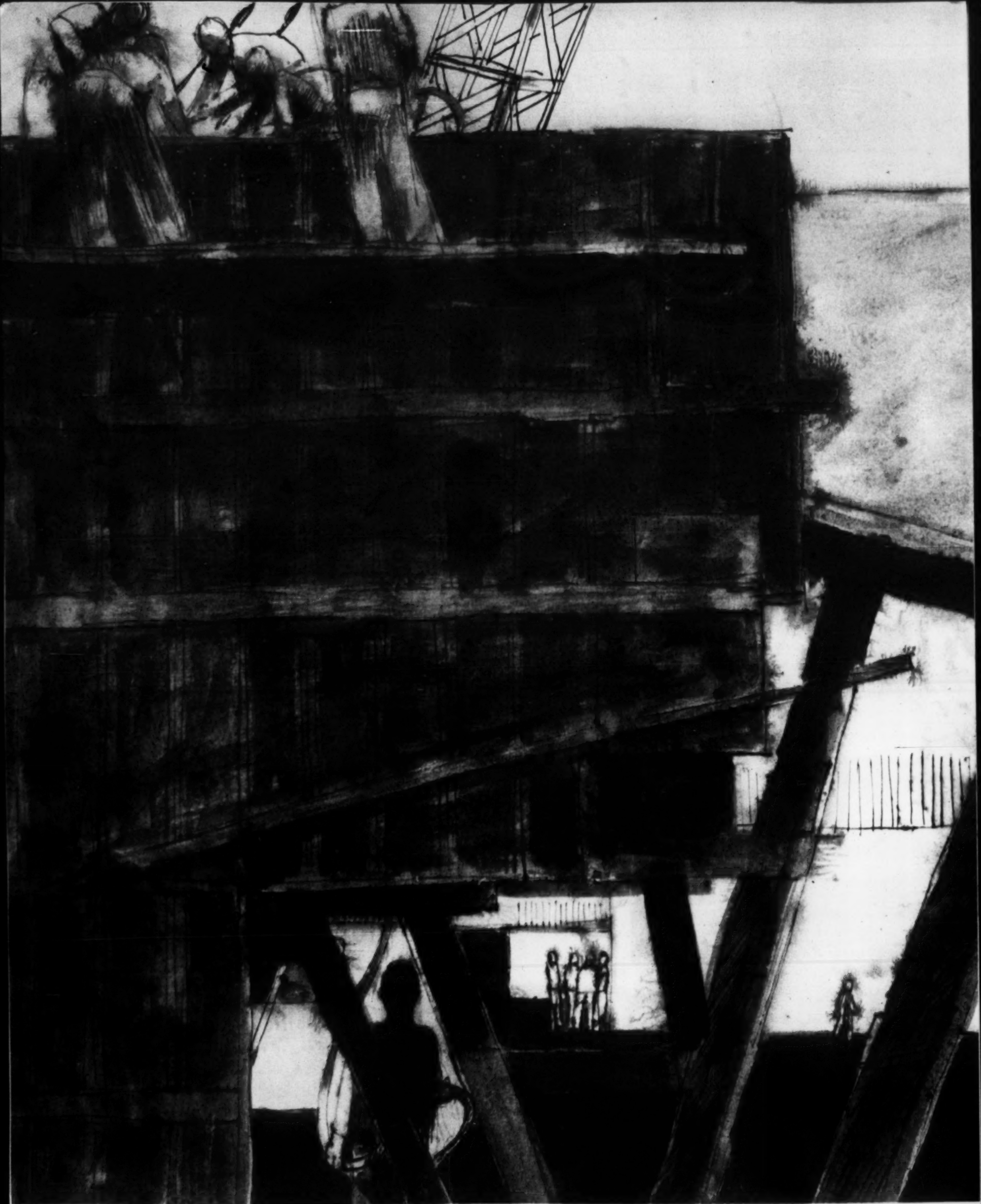
Well, you can guess what happened. Politely, our subscription manager explained that Business Week's subscriptions are solicited *only* from management men, that the magazine was written and edited exclusively for the men who make business' most important decisions. (Including the buying decisions.)

Please forgive us, Dave, and come back. You've probably ruined our Starch rating.

You advertise in Business Week when you want to influence management men.

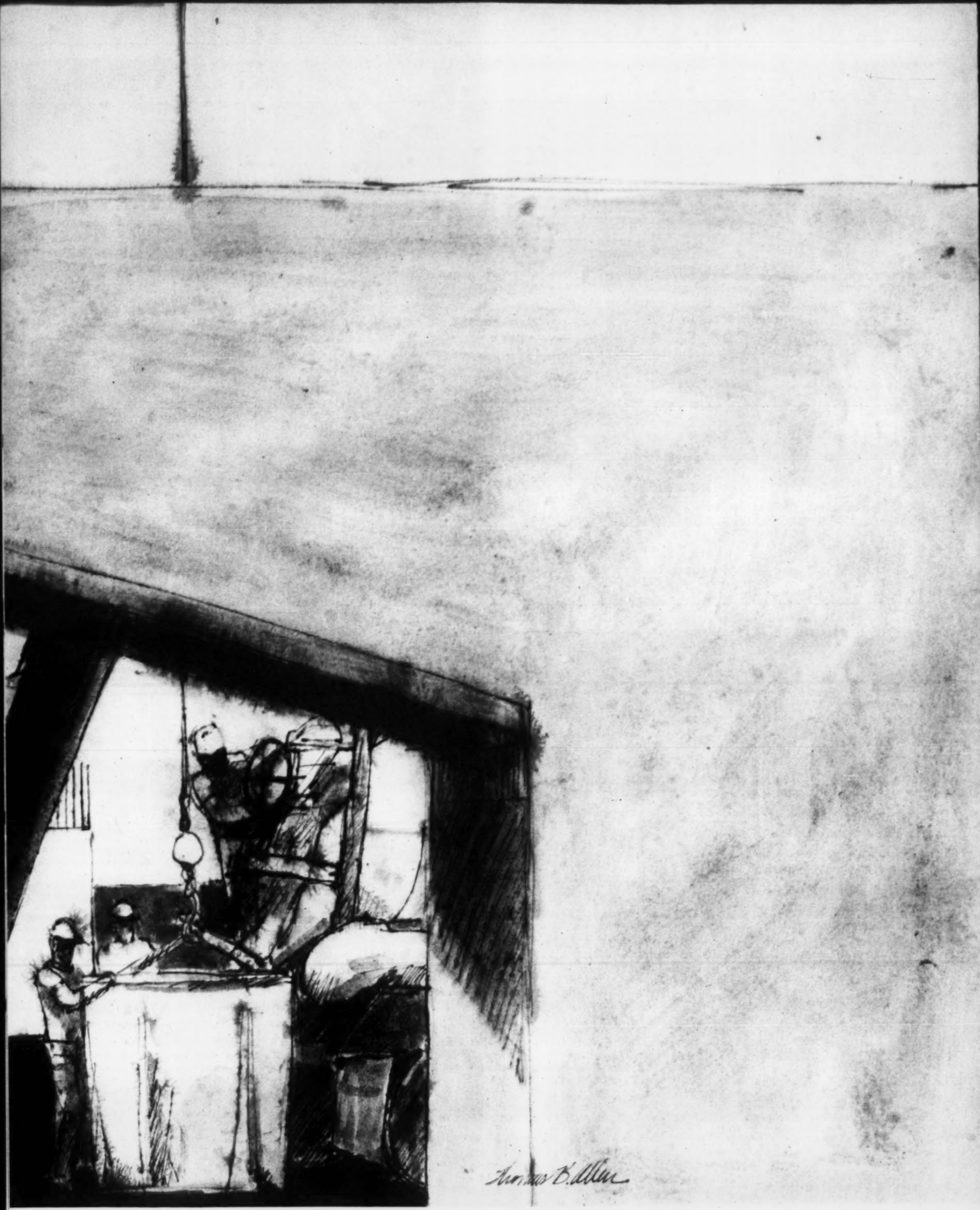
BUSINESS WEEK

BUSINESS WEEK, A McGraw-Hill Magazine



100,000 vehicles per day have to be kept moving while approaches for the second deck of the Port of New York Authority's George Washington Bridge are built. Men of many skills, highly specialized machines, both big and little, and prodigious quantities of materials must be coordinated in this exacting construction project.

In building and construction, if you're important, you read


Thomas B. Allen

Engineering News-Record, advertise in it…or both.

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, New York ABC/ABP

CUSTOM CERAMICS
for PROMOTIONS · PREMIUMS · GIVEAWAYS
Write on company letterhead for FREE SAMPLE.
CONTEMPORARY CERAMICS, inc.
175 Fifth Avenue New York 10, N. Y.

Street & Finney Names Two

Alfred V. Hansen, formerly with Donahue & Coe, has joined the copy department of Street & Finney, New York. James P. Barrett, previously with Grey Advertising, has been named an account executive of Street & Finney.

ON THE GREAT SOUTH PLAINS OF TEXAS
the AVALANCHE-JOURNAL
IS THE ONE MEDIUM FOR COMPLETE COVERAGE
in a vast isolated market of 415,900
LUBBOCK AVALANCHE JOURNAL
LUBBOCK, TEXAS Morning — Evening — Sunday
ROP COLOR AVAILABLE EVERY ISSUE

Plywood Assn. Likes Ratings, Response to Brinkley Show

TACOMA, Nov. 28—Douglas Fir Plywood Assn. found earlier this fall that its maiden national tv effort, "David Brinkley's Journal," went against the grain with some viewers (AA, Oct. 23). But the association adhered staunchly to its course, and is glad it did.

In fact, the plywood group reported last week, the show has elicited "unprecedented response," and from the quality of audience it had hoped for.

John Ritchie, ad director of the association, told members in a preliminary report, "The show has surpassed every requirement we established for a television advertising vehicle when our industry agreed to the program earlier this year."

The industry had hoped for an audience of 10,000,000, the association said. A. C. Nielsen Co. reported that the first show was seen by 14,400,000, the second by 16,800,000, and the audience was expected to top 17,000,000 in December.

Further, said the association, TvQ has found the program "enjoys above average popularity in all age groups."

■ Reaction to the commercials themselves has been "one of the most encouraging things about the fir group's television effort," Mr. Ritchie said. "While the final proof rests in the sale of plywood in the months ahead, nearly everyone in the industry and the trade likes both the styling and the content of the commercials thus far." #

BEVERAGE-BY-WIRE

SAY IT WITH BEVERAGE—*This color page for the newly formed Beverage by Wire, Dallas (AA, Nov. 20), will run in the December issues of Playboy and Bon Appetit. Glenn Advertising is the agency.*

Now Book-of-Month Wants You to Read Its Books Faster

NEW YORK, Nov. 28—Book-of-the-Month Club is stepping up its sales efforts.

In April, the club started a "rapid reading" program, sponsored by Columbia University, enabling participants "to read far more in the time you are now able to spare." The 39-week program consists of 13 lessons, each costing $4.75, sent out at intervals of three weeks. In addition, the club sends participants a reading-timer and reading-pacer, which they can keep at the end of the program.

By year's end, Book-of-the-Month will have put about $200,000 in this venture: $80,000 for space costs, the rest for direct mail. The club is running pages and spreads in *Atlantic*, *Cosmopolitan*, *Esquire*, *Harper's Magazine*, the *New York Times* book review and magazine sections, *The Reporter*, *Time* (Canada), *U.S. News & World Report* and the *Wall Street Journal*.

■ The club is also using newspapers in four markets, running pages in the *Washington Post*, *Philadelphia Inquirer*, *San Francisco Chronicle* and *Chicago Tribune*. The club sent out an initial 2,500,000 direct mail pieces and has scheduled a similar mailing for the end of the year.

All ads include a coupon for a two-weeks' trial examination.

The program promises even slow readers that they can double their reading speed "and at the same time remember everything of importance."

Maxwell Sackheim-Franklin Bruck, New York, is the agency. #

GOA Drops Gamble Lawsuit

General Outdoor Advertising Co., Chicago, has dismissed its anti-trust suit against Gamble-Skogmo Inc., Minneapolis, in U.S. district court, Minneapolis. When B. C. Gamble, president of Gamble-Skogmo, was elected to the GOA board of directors early last month, GOA announced that it would drop the suit (AA, Nov. 6). Gamble-Skogmo now owns 310,598 shares of GOA stock, which represents 27% of all the stock in the country's largest outdoor company.

St. Louis Railroad Wins Award

St. Louis—San Francisco Railway Co., St. Louis, has been awarded the Golden Freight Car for 1961. The railroad received the award from Railway Progress Institute, Chicago, which sponsors the annual traffic promotion award competition.

39 of the most fascinating half hours in Television History / Commentary by Mike Wallace
Produced by Jack Haley, Jr. / Directed by Mel Stuart / a David L. Wolper Production

biography

an exciting new look at the inside stories of great lives...

ALREADY SOLD IN TOP MARKETS

All on a 52 week basis — biography has been **sold** regionally through BBDO to Pacific Gas and Electric Company for 7 north and central California markets (including San Francisco). Biography has been **sold** via Benton and Bowles to Chemical Bank New York Trust Company for WNBC-TV. Biography has been **sold** to KRCA, NBC's Los Angeles Flagship. Everyone who sees biography is **sold** on the great appeal of this fine new series — with its dramatic use of historical and new film footage about great men (living and dead) of the past 50 years. These could be **your** 'lives'— for a bigger, better selling season.

films in production

Babe Ruth
Charles Lindbergh
General Douglas MacArthur
Mahatma Gandhi
Admiral Richard Byrd
Woodrow Wilson
Franklin D. Roosevelt
Clarence Darrow
Albert Einstein
Winston Churchill
Adolf Hitler
General Pershing
Harry Houdini
Thomas Edison
Will Rogers
Knute Rockne
Al Jolson
Duke and Duchess of Windsor
Sigmund Freud
Greta Garbo

call, wire or write for a screening at once:

OFFICIAL FILMS, INC.
724 FIFTH AVE., NEW YORK 19, N. Y.
PLAZA 7-0100

photo by Sasha Siemel

"Deer wander into the pasture behind our house but I could never shoot one."

So says Sasha Siemel, Jr., son of a famous tiger hunter, in this month's Boys' Life. "But in Matto Grosso, Brazil, the *tigreros* are destroyers. When they come into a place they kill or drive away all the game . . . they go into the plains and kill cattle and horses . . . The *vaqueros* — the cowboys — are very glad to have my father and me kill jaguars for them."

The double life of young Sasha— big game hunter and Pennsylvania high school student — symbolizes the varied interests and ambitions of boys everywhere. Boys' Life serves a wide range of editorial features every month to feed these interests. Take the December issue — the big, special Christmas Promotion issue. Five great masters in full color illustrate the Nativity: paintings by Fra Angelico; Andrea Mantegna; Hans Memling; Giovanni Bellini; and a 15th century Italian Umbrian. Other features include a full color story on the operation of a wildcat oil crew; an essay on "The World of Language," by Professor Mario Pei; a biography of Stephen Crane; a report on disease and insect damage to our forests; a Ray Bradbury story; a color feature on Hanukkah, the Jewish Feast of Lights; the thirteenth installment of the Law and Justice series — Legislative Law; and the mediaeval strategy of assaulting a castle.

In this issue 42 advertisers (1/4 page and over) tied in with the Fourth Annual Boys' Life Christmas Promotion. Their products are featured in the color editorial spread. They're entitled to use the Christmas Gift Selection Seal in their advertising, store displays, and on their merchandise. Through this promotion alone they reach a combined audience of 5,000,000 readers 10 to 17 — almost one half of all the boys that age in the United States. The population explosion we hear so much about will peak in this 10 to 17 age group. That means the big, mushrooming market for the immediate future is youth. There'll be more increased sales volume in the youth market than in any other. That's the best reason to advertise in Boys' Life today. It's the biggest advertising medium in the field.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Buy
MEMPHIS
for the biggest slice of
the Mid-South Market

Where newspaper coverage
Matches the
Natural distribution area

1960 Retail Sales $2,096,582,000

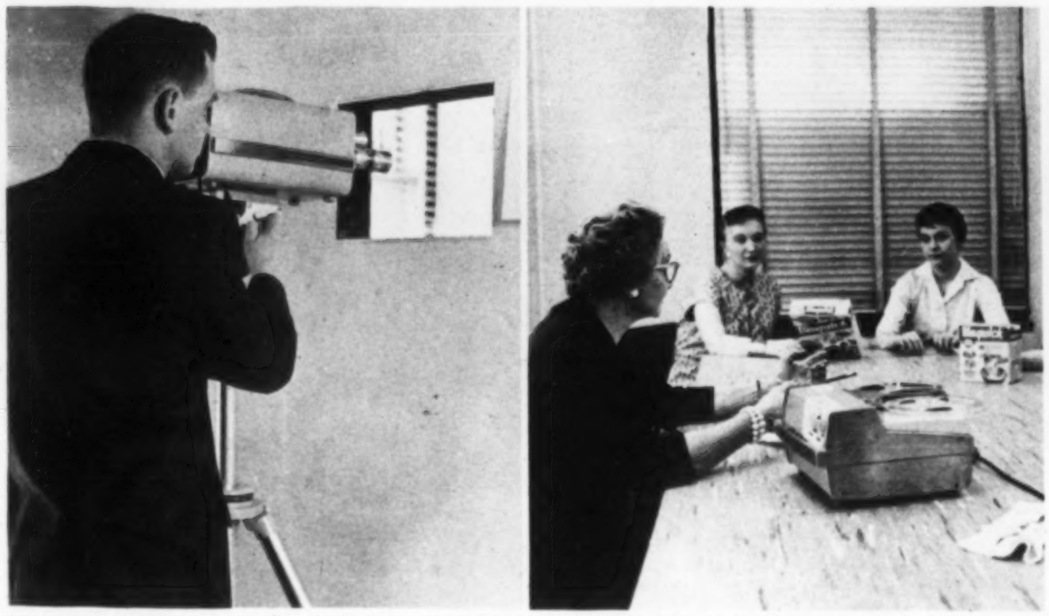
Nation's 13th largest newspaper market

To Buy Memphis market
---buy Memphis newspapers

write for complete market data

THE COMMERCIAL APPEAL
•
MEMPHIS PRESS-SCIMITAR

MEMPHIS, TENNESSEE
Scripps-Howard Newspapers



ELECTRONIC EAVESDROPPING—*Knox Reeves is piping consumer interviews to conference rooms within the agency by means of closed circuit tv. At left, Stan Stadsvold, radio-tv production man, focuses on interview being conducted (at right) by Mrs. Elvina Molgren (left), of Vi Molgren Interviewing.*

Knox Reeves Staffers Watch Reactions of Consumers via Closed Circuit TV

MINNEAPOLIS, Nov. 28—A new dimension has been added to consumer interviews at Knox Reeves Advertising—closed circuit television.

The technique permits creative personnel who normally work with survey findings to "sit in" unseen on the interviews.

"It's important for our writers, artists and account executives to know as much as they possibly can about how consumers really feel toward the products we are advertising, and about advertising itself," said Robert W. Stafford, agency president.

G. Burton Brown, vice-president and marketing research director, said extensive tests have convinced him that watching an interview is of more value than reading the transcript or listening to a tape recording.

■ "For one thing, you have to remain alert to follow what is being transmitted on television," he said. "You observe the expression on the faces of people being interviewed, get some idea of their enthusiasm or lack of it, and watch how they handle the product."

The system, known around the agency as "KRA Candid Camera," requires a conference room with a one-way viewing window through which the tv camera follows the interview. The picture is transmitted to other conference rooms.

Up to now, Mr. Brown said, consumers being interviewed have not been told they were "on television." Knox Reeves people feel the interviewees would become self-conscious if they knew they were facing a camera, although most people are not bothered by a tape recorder.

To test this theory, selected groups soon will be told they are on camera before the interviews begin. #

Issues New Canadian Directory

The Financial Post, Toronto business newspaper, has issued its 1961 edition of the "Financial Post Directory of Directors," which lists 10,800 Canadian directors and company officials and shows their executive positions and directorships. In addition, the 617-page directory lists 2,300 Canadian companies with their boards of directors and executive officers. Copies may be obtained for $15 each from the *Financial Post*, 481 University Ave., Toronto, Canada.

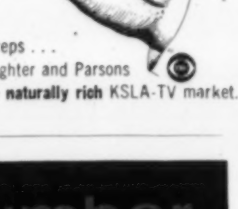
Tyrex Boosts Robinson, Adds Rounds; Bissinger Is President

Tyrex Inc., association of Tyrex rayon tire cord producers, has promoted Philip E. Robinson, formerly executive secretary, to the new title of exec vp. At the same time, George I. Rounds, who joined Tyrex last September as director of field operations, has been named a vp. He was formerly vp in charge of marketing at Industrial Rayon Co., recently merged with Midland-Ross Corp.

Frederick Bissinger, vp of Midland-Ross, will serve as president and chairman, while Philip B. Stull, president of American Enka Corp., has been named vice-chairman.

Premium Study Shows Use by Agencies Grows

A Premium Advertising Assn. of America study shows 379 advertising agencies directly involved in premium promotions this year, compared with 194 in 1960. Nearly 66% of the 379 are involved in self liquidating offers; 63% in giveaways, in-packs and on-packs; 47% in dealer premiums; 45% in contests; and 41% in salesmen's incentives.



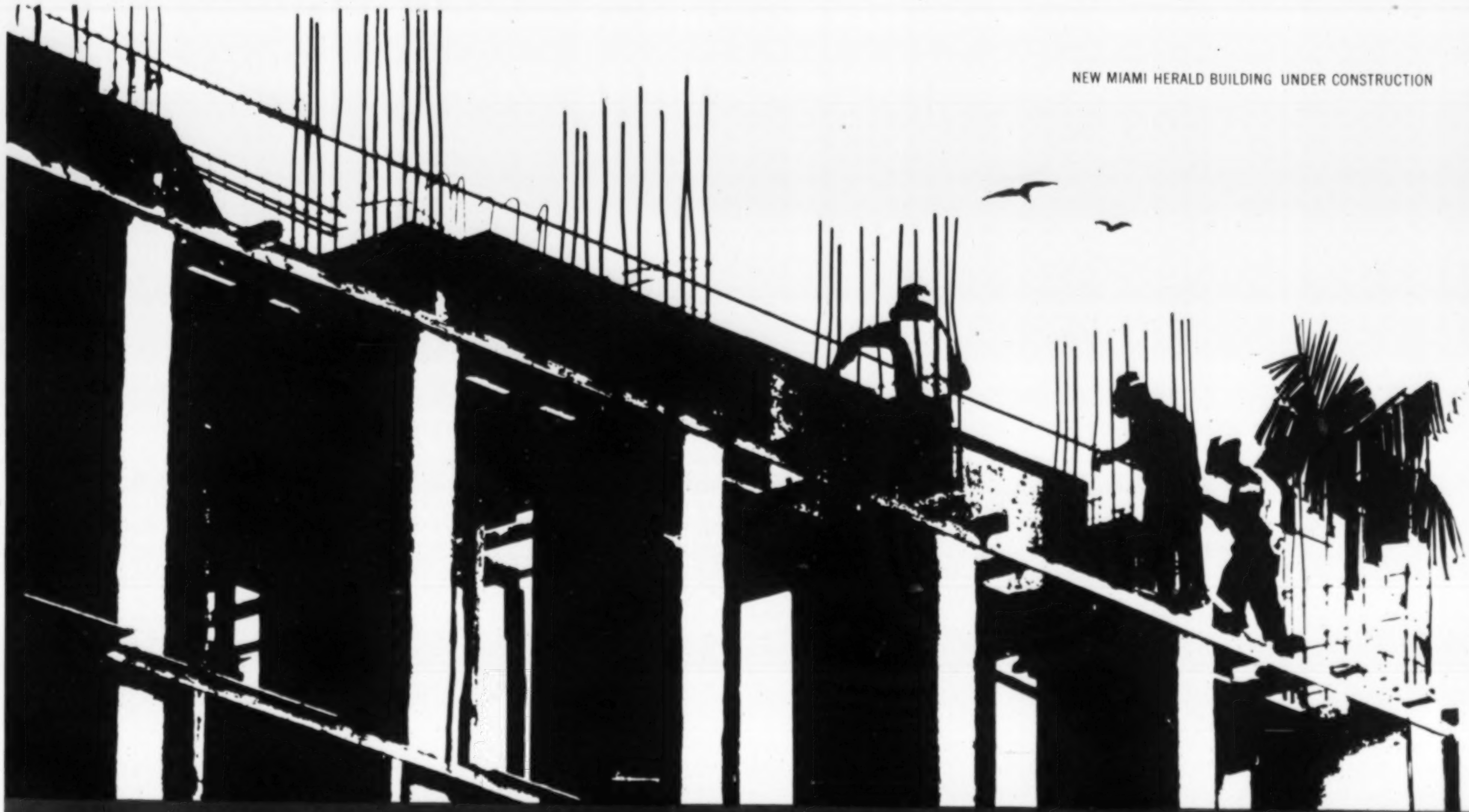
KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
about the **naturally rich** KSLA-TV market.

the number one spot

January 1, 1962
Volume 33 • Number 1
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. ILLINOIS St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

for promotion of advertising media in 1962



NEW MIAMI HERALD BUILDING UNDER CONSTRUCTION

SOUTH FLORIDA

learning,
working,
growing!

ami Heral
d Charm in Ch
U.S. Red
High Cou

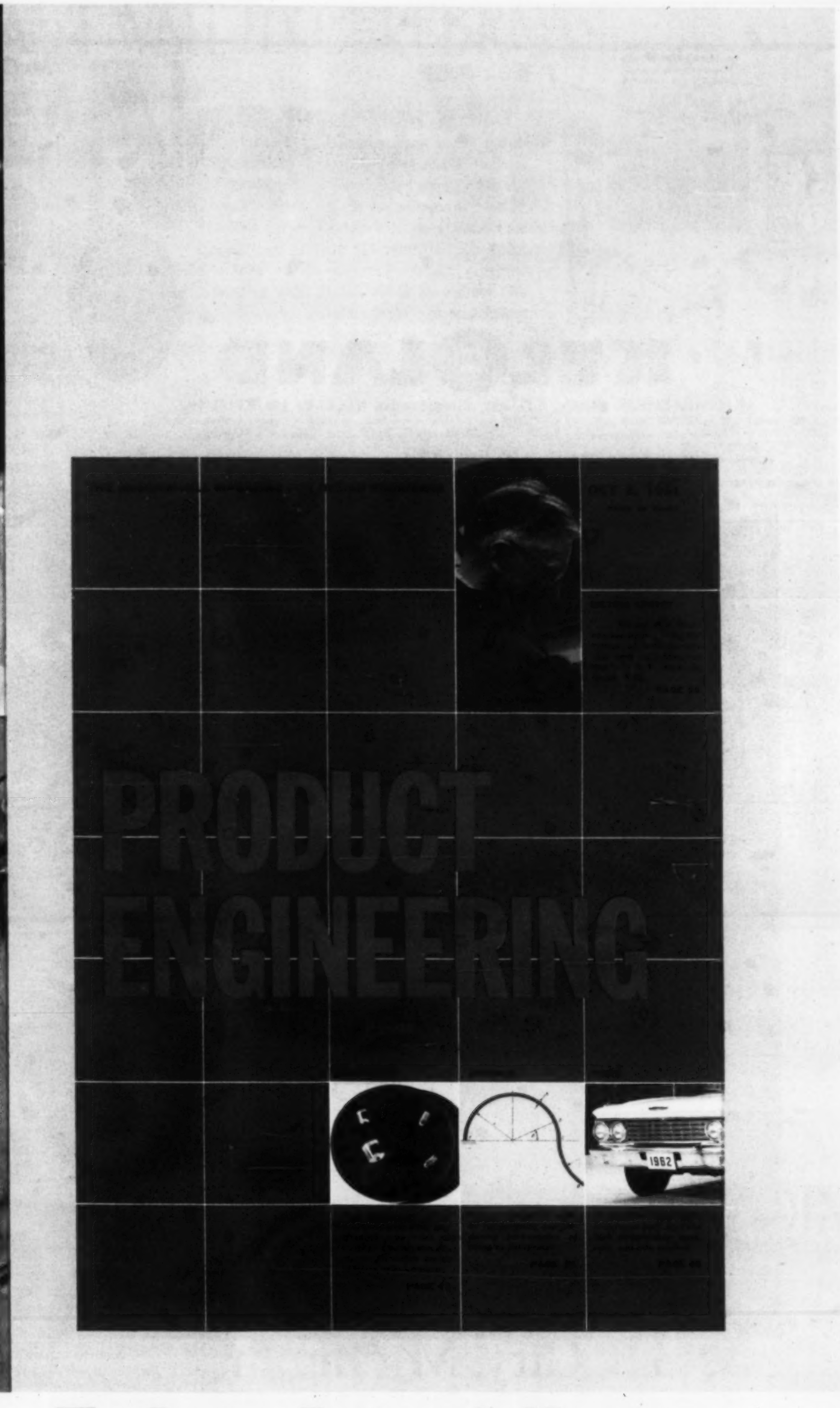
enhancing this enthusiasm is the South's largest and most influential newspaper.

THE MIAMI HERALD IS REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY, INC.

New Design Idea: A Fiberglass Barrel

The Design

Product design engineering revolutionizes firearms with a completely new concept—the Winchester Model 59 automatic shotgun. Its magnificently balanced Win-Lite barrel of glass fibers is the strongest, yet lightest, barrel ever made. Weatherproof, cool-shooting, fast-pointing—it's the first barrel design breakthrough in 50 years—a prime example of new engineered products that create new markets.



The Design Engineer

Here is the man responsible for Winchester's pacesetting new Win-Lite fiberglass gun barrel, S. Kenneth Janson, Director of Arms Research and Development. He says, "The new design is a successful marriage of fiberglass and steel involving metallurgy, chemistry, physics and a good deal more. Most exciting of all—we have merely tapped the possibilities in this area for new product designs and improvements. The field is now wide open for further innovations from this breakthrough."

The Design Engineer's Magazine

Product design engineer S. Kenneth Janson is a regular subscriber to and reader of PRODUCT ENGINEERING. "I like the articles and I like the ads, too," he says. "It is crucial to my work to keep abreast of new ideas in design and in materials use. PRODUCT ENGINEERING does the best job of constantly informing me of what's new in product design engineering." 52,000 product engineers pay to read PRODUCT ENGINEERING. They design and engineer new products. They specify the materials and components for them. In 1961, $43 billion in materials and components will be specified for engineered products. To reach and influence this market, start at the starting point (the product engineer) in the starting place . . . PRODUCT ENGINEERING.

AUDITED PAID ABC CIRCULATION

EDITORIAL ABP LEADERSHIP

A McGRAW-HILL PUBLICATION

GADS, SUH . . .
THIS IS REALLY
SOMETHING!

It sure is! The KELO-LAND TV contour map is a classic in tv engineering. It starts out with complete block by block, town by town coverage of the Sioux Falls area—the only television setup that does so, adequately. And it spreads out to circle all 103 counties of the unified SIOUX FALLS/KELO-LAND market! One single television medium gives you 85 per cent of the families in South Dakota, plus a bonus audience in four other states.

CBS • ABC **KELOLAND**

KELO-tv SIOUX FALLS, S.D. and interconnected KDLO-tv and KPLO-tv.
General Offices: **SIOUX FALLS, S.D.** • JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Bentson, Vice-Pres.
Represented nationally by **H-R** *In Minneapolis by Wayne Evans & Associates*
MIDCO *Midcontinent Broadcasting Group*
KELO-LAND/tv & radio Sioux Falls, S.D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am & tv Madison, Wis.; KSO Des Moines

Art or Agency Career? Moore S. Achenbach, McCann Vet, Combines Them as Collector

San Francisco, Nov. 28—Moore S. Achenbach, a retired advertising executive who once passionately wanted to be an artist, has found pleasure and a measure of international fame at the age of 83 by seeing his name grace one of the world's largest collection of prints, exhibited at San Francisco's California Palace of the Legion of Honor.

Mr. Achenbach, who donated the Achenbach Collection of prints to the museum in 1948, spent many years with McCann-Erickson, where he worked on the California Packing Corp. account and developed almost 2,500 marketing and advertising charts in the process of promoting Calpak products. He has been credited with originating the Heinz "57 Varieties" slogan. He retired in 1948, the year he donated the nucleus of the Achenbach Collection, which now includes nearly 70,000 examples of the art of print making.

LABOR OF LOVE—*Moore S. Achenbach, retired adman who wanted to be an artist, still devotes hours each day to cataloging his huge San Francisco home.*

Mr. Achenbach spent approximately 55 years collecting the prints, purchasing many of them in large lots and by mail.

■ "Originally, I wanted to become a painter," he explains. "However, I soon decided that I just didn't have the talent to make a career out of art, so I got into advertising and sublimated my art interests by collecting prints."

During his years of collecting, Mr. Achenbach accumulated 200 etchings by Rembrandt and 50 woodcuts and engravings by Albrecht Durer, as well as prints by Daumier, Goya, Gauguin and Picasso.

Now 83, Mr. Achenbach still pursues prints, calling the hobby "an incurable disease." In addition, he spends hours in his San Francisco home preparing indexes of his prints. #

Bates Names Three A.E.s

Nathaniel R. Allan, formerly an account executive with Batten, Barton, Durstine & Osborn, has joined Ted Bates & Co., New York, as an account executive on the Boyle-Midway division of American Home Products Corp. Bates also has named Ralph W. Jennings, formerly with Foote, Cone & Belding, an account executive on Standard Brands; and Vina Ruggers, previously with Shaller-Rubin Co., an account executive on the International Latex account.

Sloan Joins Papert, Koenig

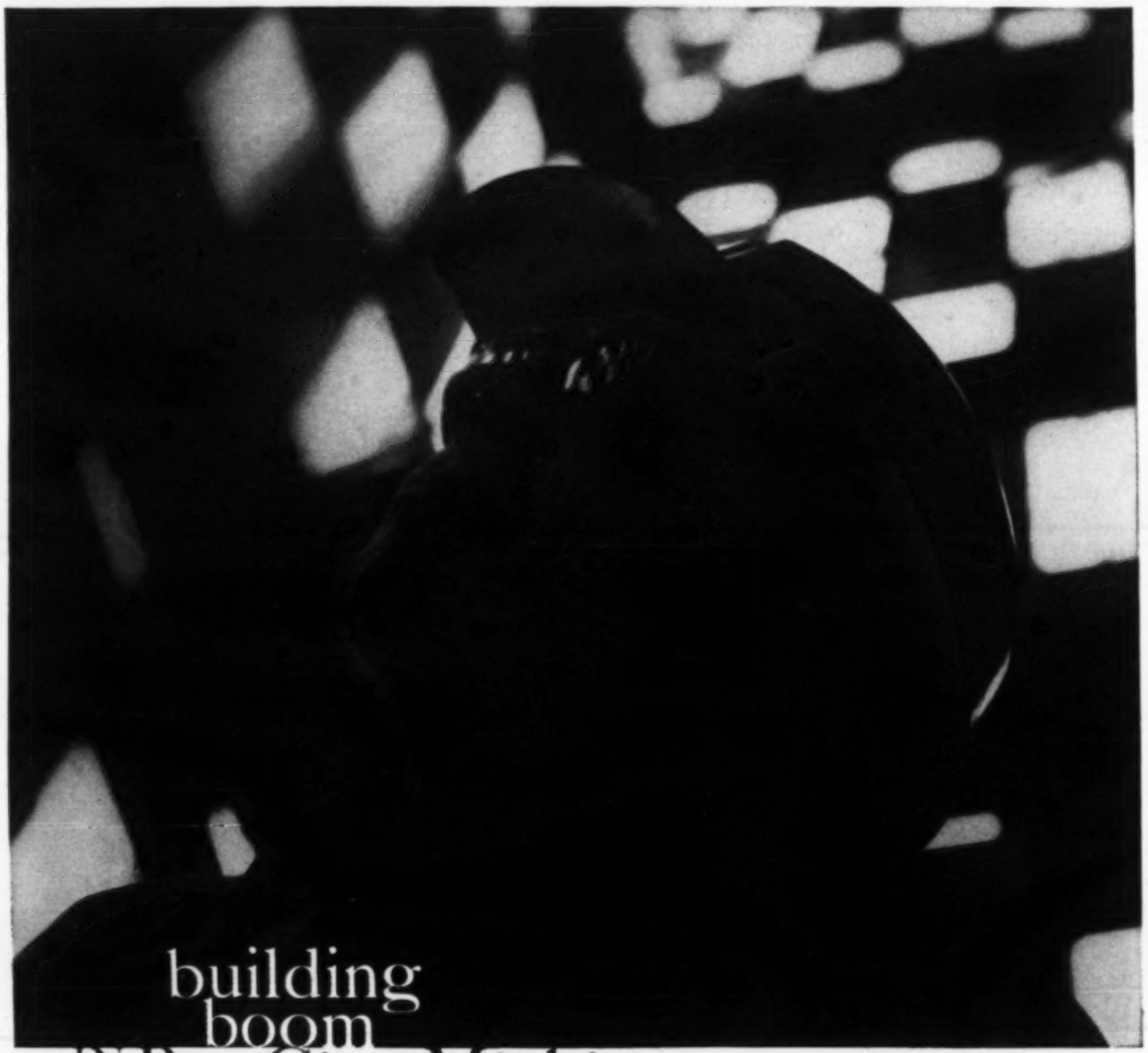
Mike Sloan, formerly an account executive on Shell Oil Co. with Ogilvy, Benson & Mather, has joined Papert, Koenig, Lois, New York, as account executive on Dutch Masters cigars. Before joining Ogilvy a year ago, he was a vp of Botsford, Constantine & Gardner.

Wank & Williams Bows

Wank & Court & Lee has changed its name to Wank & Williams and has moved to new quarters at 150 Middlefield Rd., Palo Alto, Cal. Gary T. Williams has joined the agency as vp. He formerly operated his own pr company.

Broaster Names Geer-Murray

Broaster Co., Rockton, Ill., manufacturer of food preparation equipment, has named Geer-Murray Inc., Oshkosh, Wis., to handle its advertising. Broaster had operated without an agency for several months.



IN Bay City, Michigan

One of the current building projects in Bay City is background for this construction worker.

Downtown Bay City is echoing to the healthy, prosperous racket of an 18-month building boom. Five new office and mercantile buildings have risen on the skyline. Five more big stores and buildings have been expanded and modernized top to bottom. Streets are widened and brightened by the most modern lighting systems. Parking facilities have multiplied. Business is brisk.

To make sure that your products move in a profitable stream off Bay City shelves, advertise regularly in The Bay City Times, the one advertising force that can do the job alone in this $1/3 billion market. The Times goes into 4 out of 5 homes in Bay County every day and dominates the 18-county Northeastern Michigan area.

Send for your copy of "18 County Market Study", containing complete data on Bay City and Northeastern Michigan.

THE BAY CITY TIMES

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

JUST CAN'T WAIT TO CELEBRATE!

Happy New Year!

THE NEW POST RINGS IN MORE ADVENTURES IN READING

The living words appearing on page after page of the new Post make reading a more exciting adventure than ever! Item: During just two short months, the new Post brings four major books to its readers . . . three best sellers: Joy Adamson's Living Free, Marquis Childs' The Peacemakers, and the Kennedy wartime biography, PT 109: The Adventure That Made a President . . . plus an upcoming hit for the spring book lists, Casey Stengel's autobiography, My Own Story. All were Post exclusives! Item: Two Pulitzer Prize winners, Ralph McGill and William Saroyan, appearing in a single issue of the new Post. Item: Ring Lardner, Jr., giving the Post his first by-line story in 14 years. Item: The Post debut of new writers of great talent, like Shirley Anne Grau. Item: A penetrating series on TV by John Bartlow Martin. Item: An "Adventures of the Mind" article by Nobel Prize winner Sir Lawrence Bragg. Item: A Post article, "Now I Walk Alone," creating a demand for 465,000 paid reprints. Item: Post innovations, such as "People on the Way Up" and "Speaking Out: The Voice of Dissent," bringing new depth and dimension to reading. Item: The compelling "Read me!" designs and illustrations of Saul Bass, Neil Fujita, Herb Lubalin; the equally compelling photography of Elliott Erwitt, Ernst Haas, Erich Lessing, Ormond Gigli, Gjon Mili. Item: A glimpse at the provocative reading soon to appear in the Post — Dwight D. Eisenhower on Berlin, Stewart Alsop on Khrushchev, an exclusive Gallup Report on American Youth. And let the bells of '62 ring out (Posthaste!) with these glad tidings for the New Year: The best, friends, is yet to come.

HAPPY NEW POST YEAR

A CURTIS MAGAZINE

WJIM-TV
strategically located
to exclusively serve
LANSING...FLINT...JACKSON
and we do mean
FLINT!

The new March ARB shows
WJIM-TV
has increased it's audience in
FLINT
Michigan's second market by
63%
during the past twelve months!
(Sunday through Saturday . . . 9:00 am - Midnight)
Now . . . more than ever . . . WJIM-TV dominates Mid-Michigan!

COVERING THE NATION'S 37TH MARKET
WJIM-TV
Dominant in Mid-Michigan for twelve years!
CBS
ASK YOUR BLAIR TV MAN

'AIA Journal' Wins 2 Awards in IM Competition

(Continued from Page 3)

of them in several classifications).

Winners were selected by 28 experts in widely varied industrial fields. Among them were Richard V. Morrison, exec vp, O. S. Tyson & Co., who spoke at the awards luncheon, and Stephen Baker, vp and senior art director of Cunningham & Walsh, New York. Mr. Baker's recent book, "Visual Persuasion," was reported in ADVERTISING AGE Oct. 30.

The complete list of winners:

Industrial Publications

BEST SERIES OF ARTICLES
First-place plaque: World Oil, Houston, two-part series, "Current oil industry fishing techniques and tools."
Certificates of merit
Architectural Record, New York; Electro-Technology, New York.
BEST SINGLE ARTICLE
First-place plaque: Architectural Forum, New York, for article, "LeCorbusier."
Certificates of merit
Materials in Design Engineering, New York; Mechanization, Washington.
BEST SINGLE ISSUE
First-place plaque: Metalworking, Boston, for its February, 1961, issue devoted to "Numerical control."
Certificates of merit
House & Home, New York; Steel, Cleveland.
BEST ORIGINAL RESEARCH
First-place plaque: none awarded.
Certificates of merit
Factory, New York; Oil & Gas Journal, Tulsa.
GREATEST DESIGN IMPROVEMENT
First-place plaque: House & Home, New York, judged on May, 1960, and May, 1961, issues.
Certificates of merit
Automatic Control, New York; Inland Printer/American Lithographer, Chicago.

Merchandising, Trade & Export Publications

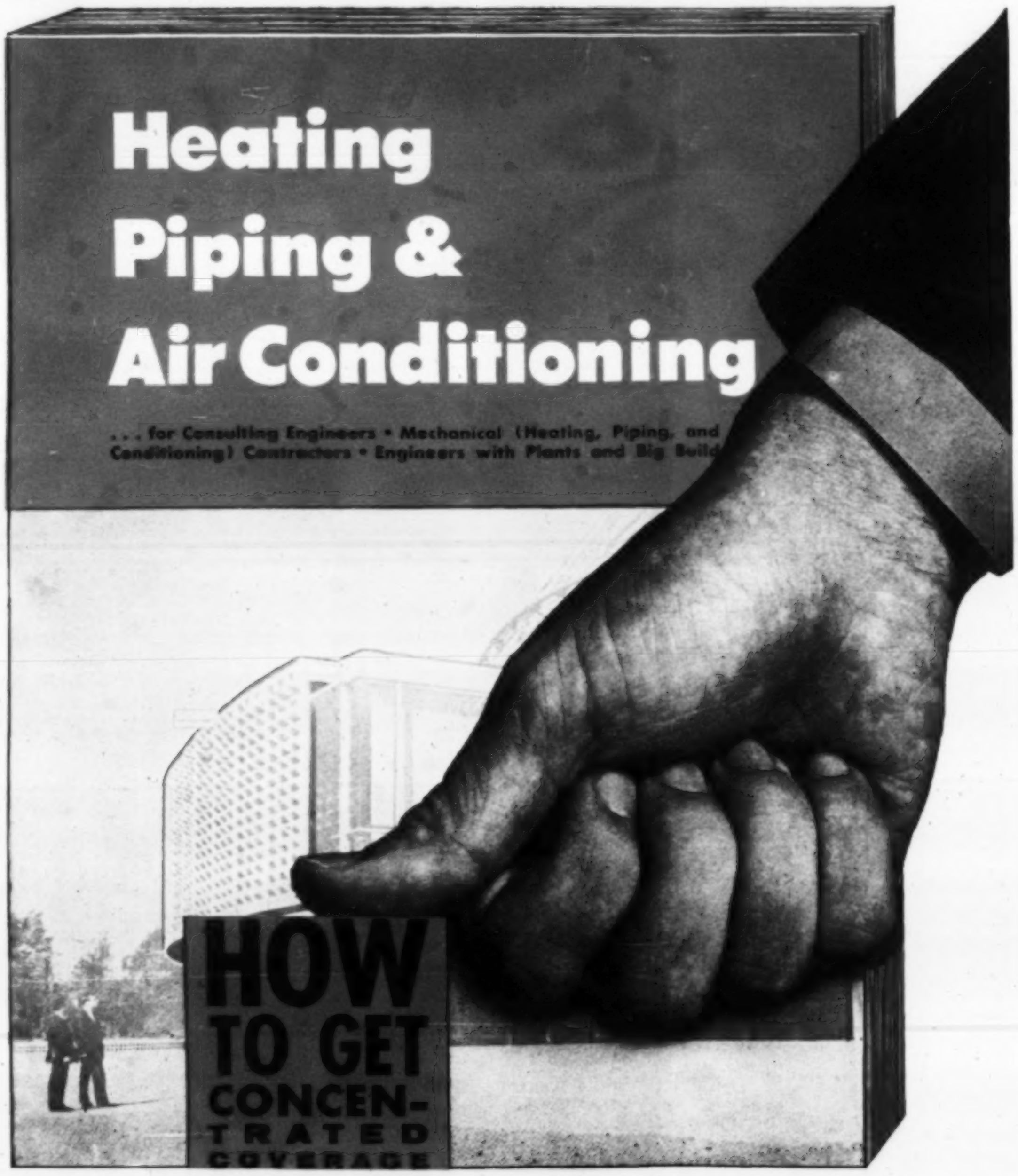
BEST SERIES OF ARTICLES
First-place plaque: Domestic Engineering, Chicago, series on "What you should know about plumbing-heating imports."
Certificates of merit
Building Supply News, Chicago; Stores, New York.
BEST SINGLE ARTICLE
First-place plaque: Industrial World, New York, for "Brazil, the awakening giant."
Certificates of merit
Photo Developments, Jackson, Mich.; Refrigeration & Air Conditioning Business, Cleveland.
BEST SINGLE ISSUE
First-place plaque: Electrical Wholesaling, New York, April 1961, issue "Market planning guidebook."
Certificates of merit
Boating Industry, New York;
Motor, New York; Petroleo Interamericano, Tulsa.
BEST ORIGINAL RESEARCH
First-place plaque: Western Retailer, Saskatoon, Sask., for report on retailing in Saskatchewan.
Certificate of Merit: Drycleaning World, New York.
GREATEST DESIGN IMPROVEMENT
First-place plaque: Lighting, Atlanta, August and October, 1960, issues.
Certificates of merit
Paper & Paper Products, Oradell, N.J.; Industrial World, New York.

Class, Institutional & Professional Publications

BEST SERIES OF ARTICLES
First-place plaque: Institutions, Chicago, series "Decor for dinnertime."
Certificates of merit
Hospital Management, Chicago;
Minnesota Journal of Education, St. Paul.
BEST SINGLE ARTICLE
First-place plaque: RN, Oradell, N. J., for "Nurse's guide to rescue breathing."
Certificates of merit
Consulting Engineer, St. Joseph, Mich.;
Fast Food, New York;
Purchasing Week, New York.
BEST SINGLE ISSUE
First-place plaque: AIA Journal, Washington, D.C., issue on urban design.
Certificates of merit
Industrial Quality Control, Milwaukee; Medical Economics, Oradell, N.J.; Water Works Engineering, New York.
BEST ORIGINAL RESEARCH
First-place plaque: none awarded.
Certificate of Merit: Volume Feeding Management, New York.
GREATEST DESIGN IMPROVEMENT
First-place plaque: AIA Journal, Washington, October, 1960, and May, 1961, issues.
Certificates of Merit
American Restaurant, Chicago; Industrial Design, New York. #

A HAPPY ENDING TO THE CIRLIN STORY
INA

FAST HELP—*Insurance Co. of North America scheduled this page ad in seven California newspapers pointing out that INA policyholders who suffered fire damage in the Los Angeles disaster were assisted immediately by the company. N. W. Ayer & Son is the agency.*


Heating
Piping &
Air Conditioning
. . . for Consulting Engineers • Mechanical (Heating, Piping, and
Conditioning) Contractors • Engineers with Plants and Big Build
HOW
TO GET
CONCEN-
TRATED
COVERAGE

. . . of those who count in the industrial-large building field

Here's the book that means business . . . for you! HEATING, PIPING & AIR CONDITIONING confines itself just to the services for which it is named and further restricts itself to the industrial-big building field.

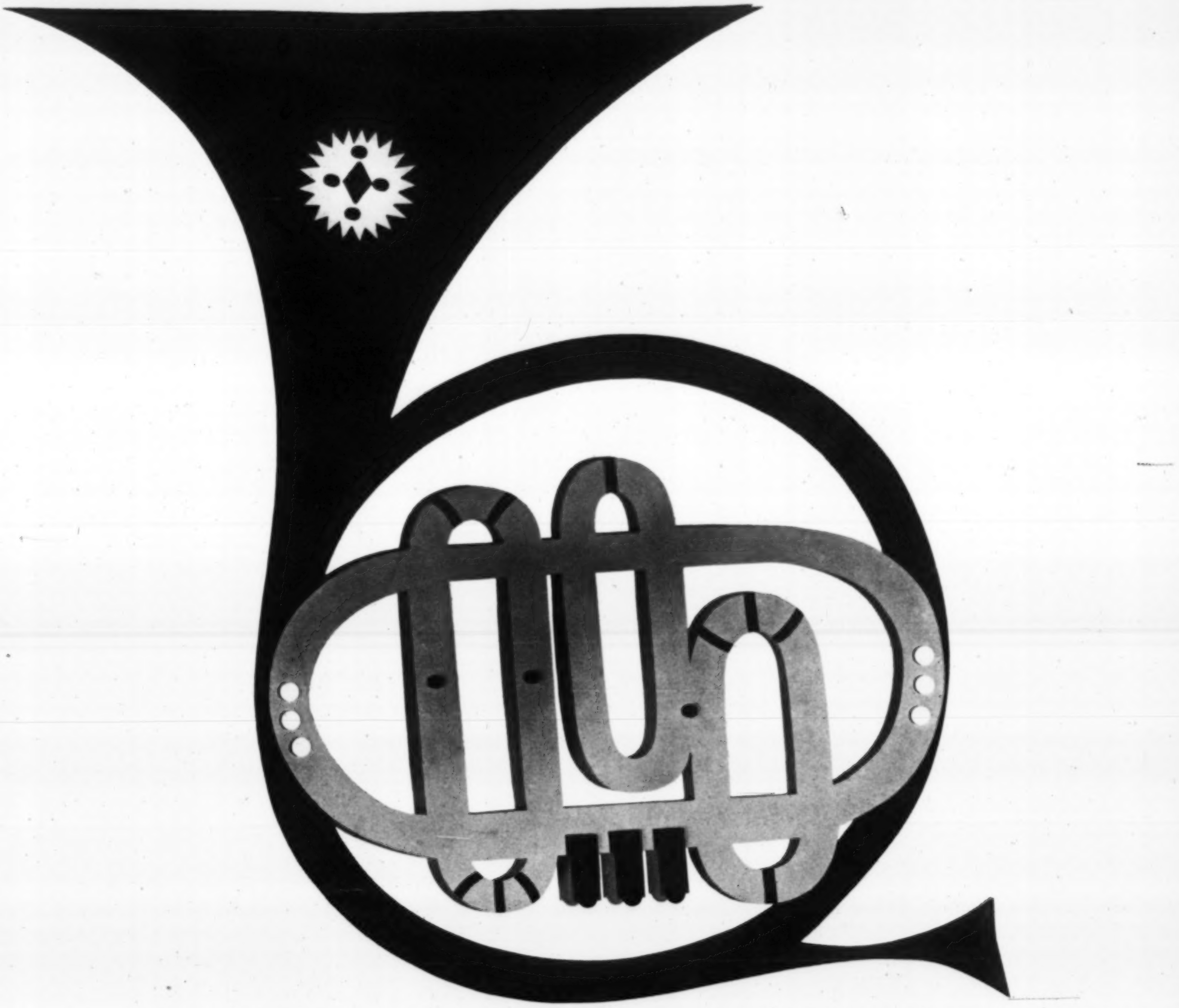
Result: this uniquely specialized, clearly focused editorial content attracts not just one but *all four* of the decision-making factors in your market — (1) consulting mechanical engineers, (2) mechanical contractors, (3) engineers with industrial plants, and (4) engineers with large buildings.

How do these vital sales influences rate HPAC? Very measurably. Each PAYS for it directly, individually, voluntarily. HPAC's 2 to 1 ad volume leadership year after year testifies that advertisers also declare, "Value received in full!"

Yes, HPAC is the book that means business . . . in many ways, but particularly *for you*. KEENEY PUBLISHING COMPANY, 6 N. Michigan, Chicago 2.

JUST CAN'T WAIT TO CELEBRATE!

Happy New Year!



POST READERS SHOW THEY'LL READ US MORE, WRITE US MORE, LIKE US MORE IN '62

One toot of praise from readers means more than a Gabriel blast from a magazine. Here's what our readers think. MORE LETTERS: The new Post is drawing 70% more mail on articles and stories than the "old" Post. MORE DEMAND: Subscriptions to the new Post in October came in at a 30% greater rate than in October of last year. MORE EDITORIAL "HITS": A "hit" is a feature that is completely read by a very high percentage of readers. The ratio of "hits" in the first four issues of the new Post was twice that of all issues surveyed last year. That means more people reading more of the features more thoroughly! MORE RESPONSE: One recent article broke a five-year record with 465,000 requests for paid reprints. MORE FANS: A national survey shows that the new Post has scored a marked gain in public favor over the "old" Post. A substantial increase in reader preference. A sharp rise in its image as the magazine with the most prestige. The signs are unmistakable. The new Post is, more than ever, the reading weekly—the influential weekly—the weekly for you in 1962.

HAPPY
NEW
The Saturday Evening POST
YEAR

A CURTIS MAGAZINE

Over 8,000 executives will attend
NATIONAL SALES PROMOTION and MARKETING EXPOSITION
(Incorporating 16th Advertising Essentials and Sales Aids Show)
March 28-30, 1962, Hotel Biltmore, New York. Write for free guest tickets or space availability to Thomas B. Noble
Advertising Trades Institute
135 E. 39th St. N.Y.C. 16 LE 2-9921

Van Heusen Sets $1,500,000 Ad Budget

NEW YORK, Nov. 28—Phillips-Van Heusen Corp. is out to help department and specialty stores maintain their "reason for being" in 1962.

The shirt company, which says flatly it will not sell to discounters, will invest a reported $1,500,000 in national advertising next year, up 20% over any year in its 102-year history. Magazines and spot tv will get the money.

In addition, Van Heusen has budgeted approximately $880,950 (37% of the total promotional outlay) for other advertising and sales promotion costs, including salaries. A sizable chunk of this figure will go into establishing a "warm climate" for department stores to sell in, through "subtle and tasteful" displays and packages, according to Robert J. Mohr, director of advertising and sales promotion.

■ A heavy spot tv schedule has been set in major markets and many smaller ones. The company "could move into a network property," but this is still undecided, Mr. Mohr said. Van Heusen will also run pages and two-thirds pages in *Esquire*, *Good Housekeeping*, *Look* and *Playboy*. The company will peak its tv and magazine schedules for Father's Day and Christmas, Mr. Mohr said, when the industry does about 70% of its business.

Van Heusen has no co-op program, but it will provide its stores with ad mats and, for larger establishments, layout ideas and suggestions.

Mr. Mohr described 1962 as the year of "the trimmer, leaner look." He said shirts will be lighter, more comfortable and more casual, with many a man buying a wardrobe of sport shirts. Short sleeve shirts will move in big quantities, he said, even in northern areas during the winter. The company's woven stretch fabrics—dubbed Flexitogs—and its non-resin wash 'n wear line, called Vanalux, will be getting big boosts next year.

■ Phillips-Van Heusen's chief advertising executive, an ex-Macy man, believes manufacturers should spend more time helping develop the store's image and less time "blaring manufacturing identifications" on packages and displays. A lot of display material is considered "throw-away stuff" by retailers, he said, because it serves mainly as "a billboard for the manufacturer."

Van Heusen aims to "trade up" the image of the department and specialty store as a reinforcement against the inroads of discount operations.

"Sure, there's a trend toward the discount house," he said. "There are always some people who can put up with all that elbowing and pushing and shoving. But discounters have mostly made their gains in hard goods, such as appliances. They haven't been very successful in the soft goods area. People don't like to see shirts piled up on the counters like rags."

■ He said discounters haven't been able to make progress in selling shirts because most leading manufacturers won't sell to them. He admitted, however, that some big companies sell special brands or private labels to discounters. Another reason, he said, is that discount operations don't create the right kind of climate for "fashiony" merchandise.

The department store's "warmness" is its biggest asset, Mr. Mohr contended, and Phillips-Van Heusen is trying to solidify this image with low-pressure point-of-sale material, as well as packages. This Christmas, for instance, the company has come up with a twin-pack box with a gift card, wrapped in gold and black foil. No mention of Phillips-Van Heusen is on the package, "so it looks as if the buyer wrapped it himself."

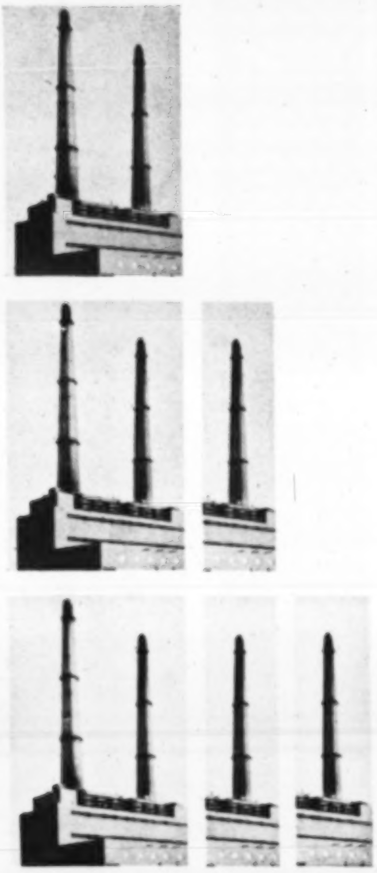
Mr. Mohr maintained, "If more manufacturers got out of their ivory tower offices and started talking with retail advertising managers they'd learn a hell of a lot more than by sitting around talking to themselves."

■ Phillips-Van Heusen's profits and sales in the third quarter of the year were reported at alltime highs. For the nine months ended Sept. 30, net profit after taxes was $1,183,946, against $1,147,325 in the corresponding period of 1960. Net sales before discounts were $40,246,618, compared with $38,567,823 in the same period last year.

Grey Advertising is the agency. #

Gerth, Brown Adds 4 Accounts

Gerth, Brown, Clark & Elkus has been appointed to handle advertising for four new accounts. They, are Dynapower Systems Corp., Los Angeles, maker of electrically powered vehicles; P. M. Hayden Corp., Riverside, industrial equipment manufacturer; V. K. Osborne & Sons, Beverly Hills securities company; and Starline Cosmetics, Hollywood manufacturer of Glo-Sheen shampoo, for local media.



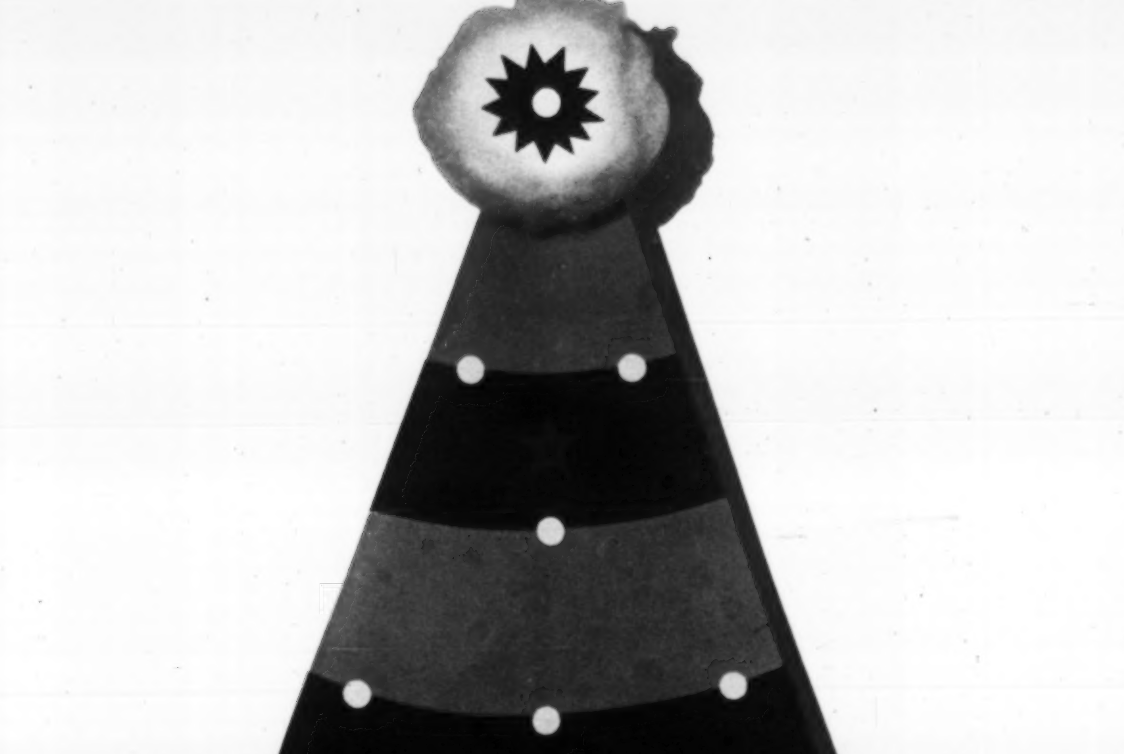
Why do we always hedge when you ask us how many new power plants were built this year?

We're always answering this question with a question—What do you mean "new plants"? New *units*? Expansions? Modernization? Whole new power plants? The trouble is—most power plants have been around for a long time. So often they just add on a unit or two or three. Same location, but suddenly the power plant has doubled in size. And it will double again in the next 10 years, as more people use more power. Define your terms and we'll supply the figures. But here's one figure you can put in your hat and keep. The power market spends $33 million a day, 365 days a year. That's a billion a month. 12 billion a year. And the people who spend it read **Power Engineering.**

GENERATION
TRANSMISSION
DISTRIBUTION
UTILIZATION

JUST CAN'T WAIT TO CELEBRATE!

Happy New Year!



WE'VE GOT A HATFUL OF BIG CAMPAIGNS FOR '62!

A leading food advertiser is in the new Post with more than 25 pages for 1962. Major auto maker is running its largest Post campaign in 10 years. Big soap maker has a heavy schedule. Famous film manufacturer, 3 leading tire companies all have hefty increases. Top insurance company, using the Post exclusively in the weekly field, is in with 29 pages. One of the nation's biggest companies is running its biggest Post campaign in history. A chemical giant is introducing a new product with the Post. And so on. There are 50 new advertisers so far – including a famous whiskey distiller, a prominent men's wear manufacturer, an important watchmaker. Late flash: a big oil company and a well-known appliance maker have come back to the Post with powerful schedules! The brand-wagon's rolling . . . welcome aboard!

HAPPY
NEW
POST
YEAR

A CURTIS MAGAZINE

Dollars and readers in Europe...

In the first half of 1961, advertisers showed their firm, continuing, never-failing confidence in the European Edition of the New York Herald Tribune.

They did so by spending twice as many dollars in it as they did in the International Edition of The New York Times.

The European Herald Tribune circulation picture too is strong month by month until the 1961 tourist season—when tourist travel to France suffered a decline. Up to that point, circulation was ahead of 1960.

Here are the OJD (French equivalent of ABC) audited circulation figures:

	1960	1961
January . . .	*41,309*	*41,640*
February . . .	*41,425*	*43,326*
March	*43,887*	*43,216*
April . . .	*45,059*	*45,777*
May . . .	*51,931*	*48,877*
June . . .	*53,794*	*49,206*

The New York Times' International Edition has completed one year of publication. It is now entitled to an OJD audit to substantiate its circulation claims. No substantiation has been forthcoming to date.

NEW YORK
Herald Tribune
European Edition

Consumer Builds Defense Against Ads, Tyler Says

(Continued from Page 2)

her daily purchase of package items."

What people are looking for, he added, "is advertising that helps make up their minds for them, and does it in a quick and painless way, without requiring them to read through argument or lengthy comparisons—except in the case of products of great significance or interest. They want advertising that saves them the necessity of making just one more decision in a decision-filled day."

Mr. Tyler said two schools of advertising have emerged from this need to work harder to reach the consumer—the "let's-blow-their-house-down" school and the off-beat school.

Good advertising is a combination of both, he said. "The key to great advertising is simply this: One strong selling idea—dramatically presented."

■ Advertising faces as much danger of emasculation from within its own ranks—by the cute, soft-sell ad school—as from outside government control, in the opinion of S. R. Bernstein, editorial director of ADVERTISING AGE.

"There is considerable danger that, because of the excesses of some of us, advertising may be emasculated by legal or legislative action," he told the convention. "But there is equal danger, it seems to me, that we may prevent emasculation of advertising from outside by performing the operation ourselves, in the mistaken notion that the patient will suffer less from our ministrations than from those of others."

This could come about, he said, through over-use of "cute" ads.

"It seems to be one of the principles of faith of many modern-day advertising men that no one but an idiot can be assumed to have any intrinsic interest in any product or service, or in how it works, what it does, or how much it costs.

■ "Therefore we must either cajole him into reading or listening to our message by discussing something completely extraneous, which attracts attention by being bizarre; or we must recognize the extreme sophistication of the American mass consumer by joining with him in the peculiarly wry joke of agreeing with him that the whole buying transaction is utterly ridiculous and beneath even the possibility of serious discussion."

With this type of advertising, Mr. Bernstein said, "we are really playing a cozy parlor game in which the joke's the thing and the sale, if any, is purely incidental. Then no one will accuse us of using the 'hard sell' and no one will find our advertising offensive.

"Everyone has a wonderful time being smart and cute and creative," he continued. "The public loves it all, because it doesn't have to take anything seriously; the ads that are way-out-there in their treatment win awards from beatnik art directors and froufrou copywriters, and everything is wonderful and lovely and peaceful and completely non-irritating—except for one tiny grain of sand in the oyster.

■ "Advertising—like the salesman who would rather be everybody's friend than make a sale—has lost its punch. Nobody takes it seriously—not the prospect, not even the advertiser. It doesn't sell very much or very hard, and it suddenly becomes what the detractors have said all along—a useless waste of time and money and effort."

Mr. Bernstein said he did not favor "hammer-and-tongs, sock-'em-hard copy," or object to all humor and whimsy in advertising.

But, he said, "Advertising which pleases but does not sell—advertising which is all entertainment and no substance—isn't advertising at all. At best it's some sort of image building device, far removed from the day-to-day job of ringing up a cash register somewhere.

"And let us not forget it—the day advertising stops making the cash register ring is the day when advertising ceases to be any useful function whatever."

■ Creating a good image for your bank through advertising and public relations is fine, W. Barry McCarthy, vp, Batten, Barton, Durstine & Osborn, New York, told the FPRA, but it doesn't mean a thing unless there is real follow-through at the bank itself.

"Your problems in creating more effective advertising rest primarily on what you do in your bank to become more customer-minded, more retail-minded and more contemporary," he said.

"The future effectiveness of bank advertising rests upon becoming as modern and up to date in your attitudes and ideas as you have become in your advertising techniques," he said, adding that any bank which fails at the point of sale "to deliver the friendly, intelligent services that advertising has made so appetizing, is poisoning the pond in which all banks must fish."

Although acknowledging that banks have more impressive strides in humanizing themselves, Mr. McCarthy insisted that there is still plenty of room for improvement. Banks tend still to be too cold and forbidding and, particularly, too unattractive to women, he said. Such touches as writing tables with chairs, rugs on the floor, drinking fountains, washrooms for customers, first names for tellers and maybe even a coffee wagon with free coffee for early depositors could do much to improve the image of banks and make people want to do business with them, he said.

■ Banks and bankers are shirking their responsibilities and missing good opportunities for useful publicity by not making their views known on the day-to-day events which affect business and the economy, by not publicizing the civic and charitable activities of their personnel, and by not taking firm public stands on the major economic, political and business issues of the times, Sam L. Austin, president, Austin & Lane, Chicago public relations company, told the group. Even though some of this material is controversial in nature, he said, the banker owes it to his community to make his views clear and almost always benefits from doing so.

■ The FPRA convention—perhaps the largest annual gathering of advertising men—attracted a record registration of almost 1,600 to its 46th annual convention which featured "school" sessions, general sessions, six departmental sessions, each lasting part of three days, and some 30 informal clinics covering all phases of financial advertising and public relations.

■ John P. Anderson, First National Bank of Passaic County, Paterson, N.J., was advanced from 1st vp of the association to president, succeeding Jordan J. Crouch, First National Bank of Nevada, Reno. Advanced to 1st vp was Ernest G. Gearhart Jr., First National Bank of Miami. New 2nd vp, Harold W. Lewis, First National Bank of Chicago, and 3rd vp, Charles H. Hoeflich of Philadelphia National Bank. Robert A. Bachle, National Boulevard Bank of Chicago was re-elected treasurer. #

NEW LONDON
Food Buying
Has Plenty of
Leftovers

New London food sales average $1581 per household*. But that's a mere 22% of the $7064 retail sales per average household*. . . meaning 78% left over for anything else you're selling. And with The Day's 90% ABC City Zone coverage, you'll sell it with just one buy.

*SM '61 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN
& SINDING, INC.

the first issue in
reader
interest

ge

January 1, 1962
Volume 33 • Number 1
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. ILLINOIS St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

and attention for 1962

JUST CAN'T WAIT TO CELEBRATE!

Happy New Year!

THE NEW POST REACHES ALL-TIME HIGH IN CIRCULATION

More people are buying the new Saturday Evening Post. The November 18 issue just set a new circulation record — 6,800,000* copies. ■ This is only one sign of the new Post's natural, healthy growth. Circulation in the fourth quarter of 1961 will be the highest in the magazine's history. November and December issues will average 200,000 greater total sale per issue than last year. In any average month, the Post will sell more magazines on the newsstands than Life and Look combined. ■ November and December average circulation will be in excess of 6,700,000 copies per issue — and you can expect this average to carry on into 1962. Yet you will be charged for only 6,500,000. We have frozen the rate base until September 1962. ■ What's more, you will be getting progressively better-quality readers — better readers drawn by this new adventure in reading and sought out by our selective subscription policy. ■ It adds up to this: in 1962 The Saturday Evening Post will give you even better-quality circulation...and at a lower cost per thousand than the other big weekly. ■ That calls for a celebration by all who want vitality and quality at less cost. Let's get together!

HAPPY
NEW
The Saturday Evening POST
YEAR

A CURTIS MAGAZINE

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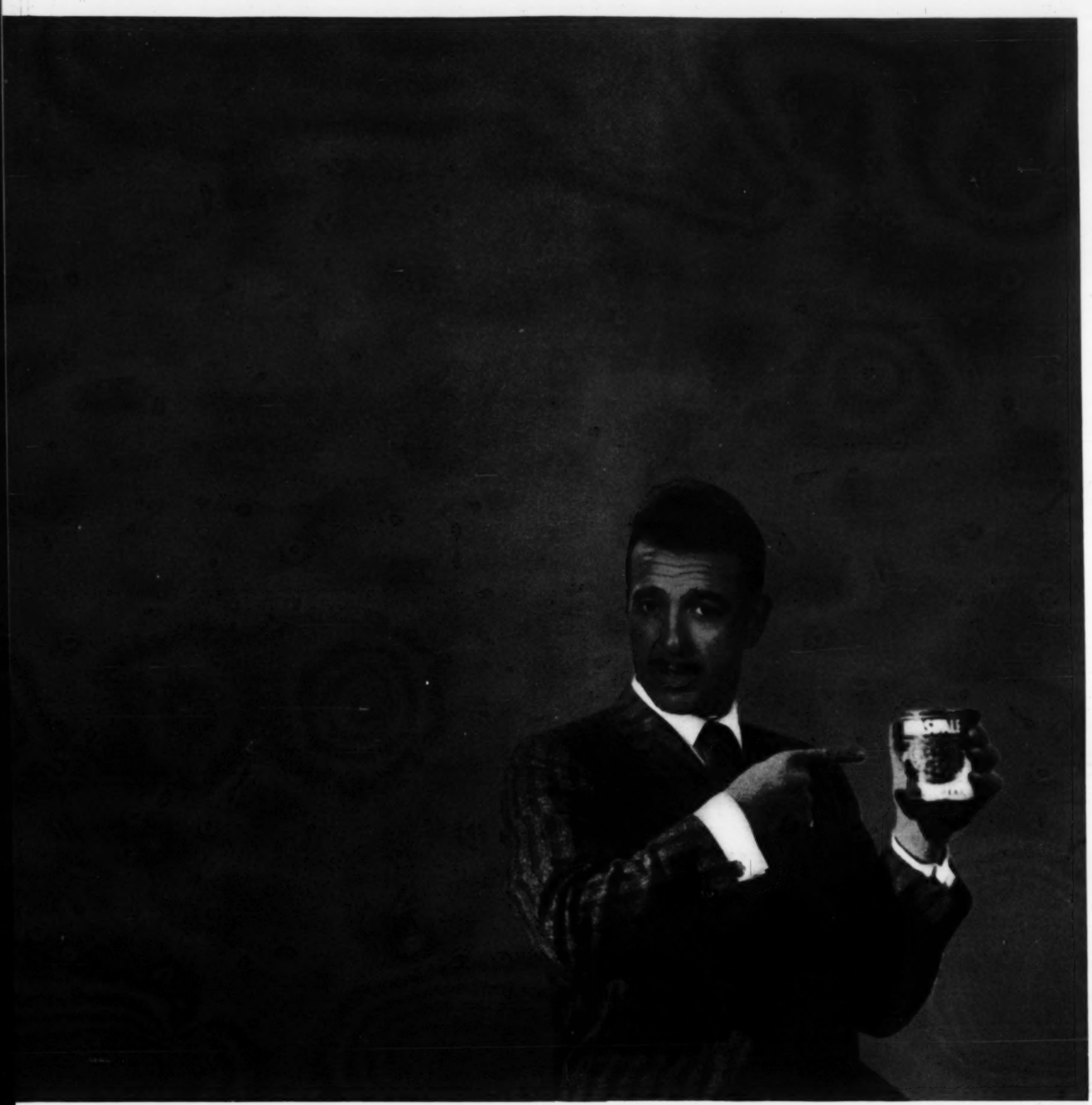
*Publisher's Estimate

What do you have to be to really sell them?



Ernest.

Saleswise, the importance of being Ernie has been amply documented by his success with his one sponsor over the past four years.

What's special about Ernie is, of course, his warm, natural naturalness, his unaffected affection for people. A selling talent, in total, that makes him pea-pickin' perfect for daytime viewing.

Now that he's bringing all this specialness to ABC-TV Daytime, come April 2nd, we're being pretty special about the selling company he'll keep...keeping it confined to a limited number of sponsors. Three (Lever, Bristol-Myers, J & J) have already signed.

The remaining availabilities should not long remain available.

The Tennessee Ernie Ford Show on ABC Television-Daytime

don't lose your HEAD over high photo costs!

relax! Relax the low-cost high quality PHOTO-MATIC way with brilliant sparkling copies made from your original photos.

No Guess-Work!

Cost Chart (See Below)
Singleweight Glossy Prints

Quantity	5 x 7	8 x 10
25	$ 2.75	$ 4.00
50	4.50	6.00
100	8.00	9.50
250	17.50	22.50
500	30.00	42.50
1000	55.00	75.00
Negative	1.15	1.65

FREE! Send for Brochures giving costs—glossy photos—color reproductions in all branches—black and white lithos, etc. You will be happy you did!

PHOTO MATIC

59 E. ILLINOIS STREET, CHICAGO 11, ILL.
PHONE: WHitehall 4-2929

TODAY IN CANADA...

241,689 people* will read

THE HAMILTON SPECTATOR

will they get your sales message?

No doubt about it—Hamilton represents a healthy slice of Canadian buying power . . . and a market you can't afford to miss!

Hamilton has money to spend, too. Personal disposable income has reached a gigantic $667,100,000—more than the combined total of Halifax, Kitchener and Regina. Retail sales have surged to a new high of $433,400,000.

To get right to the heart of this vigorous metropolitan area of 373,000 use The Hamilton Spectator—the paper that gives your sales message more impact because it's the paper Hamiltonians *buy* from!

Circulation 103,885 A.B.C. September 30, 1960

*15 years of age and over

You get action when you advertise in
THE HAMILTON SPECTATOR
A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE NORTH BAY NUGGET
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(*Published for Pacific Press Ltd.*)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

'Telegram-Gazette' Names Adams as Twiss Retires

Leland J. Adams, retail advertising manager of the *Philadelphia Evening Bulletin*, has been named advertising director of the *Telegram-Gazette*, Worcester, Mass. He succeeds Frank R. Twiss, who will retire Feb. 1 after 35 years with the newspaper. Mr. Adams was advertising sales promotion manager of the *Telegram-Gazette* before going to Philadelphia in 1956.

The *Telegram-Gazette* has added Robert Bergin to its general advertising staff. He formerly was assistant manager of Loew's Poli theater in Worcester.

Roberts Joins Owens Yacht

Owens Yacht division of Brunswick Corp., Baltimore, has appointed Robert G. Roberts to the new position of merchandising manager. He formerly was assistant to the general sales manager of Barton-Cotton, Baltimore lithographer.

Charles S. Bridges, 58, Libby, McNeill President, Is Dead

CHICAGO, Nov. 28—Charles S. Bridges, 58, president and chief executive officer of Libby, McNeill & Libby, died suddenly Nov. 24 at his home in suburban Hinsdale.

Charles S. Bridges

Mr. Bridges joined the food company's Norfolk office as a salesman in 1923 and rose through the posts of export manager, assistant to the vp in charge of sales, and vice-president for sales and advertising. He became a director in 1947, and was named president in 1953.

He was a trustee of the Nutrition Foundation; a member of the administrative council and finance committee, National Canners Assn.; a member of the Chicago council on medical and biological research of the University of Chicago; director of the Chicago Assn. of Commerce & Industry; and governor emeritus of the LaGrange Community Memorial General Hospital.

GEOFFREY BOWDEN

LONDON, Nov. 28—Geoffrey Bowden, one of the founders of the Stowe & Bowden agency, died suddenly at 59.

He joined Arthur Stowe in 1929 in taking over the North of England Advertising Agency, in Newcastle. Later, they formed Stowe & Bowden Ltd. Mr. Bowden moved to Manchester in 1935, shortly after the agency opened an office in that city, and returned to London in 1950. He retired in 1955.

F. JOHN ROE

MANCHESTER, Nov. 28—F. John Roe, 74, founder of the British advertising agencies in Manchester and London which bear his name died last week.

Mr. Roe was a pioneer in British advertising and began his career in the business 60 years ago in London. He formed his agency, F. John Roe Ltd., in 1919. He is succeeded by his two sons, Derek and Graham Roe, who are responsible for the group of companies which have developed from the original business.

EDWARD J. DEVER

HANOVER, N.H., Nov. 28—Edward J. Dever, 52, who resigned as an associate editor of *Printers' Ink* in 1955 after 10 years with the magazine, died of cancer here Nov. 21.

Mr. Dever, who was with the financial news staff of the *New York World-Telegram* for 15 years before joining *PI*, left the weekly to go into business for himself as operator of Deep River Cottage, at Plymouth, N.H.

JAMES H. TURNER

CHICAGO, Nov. 28—James H. Turner, 75, founder and head of Turner Advertising, died here Nov. 20. A pioneer in Chicago advertising, Mr. Turner started his career with Lord & Thomas in 1910.

Enyart & Rose Adds Two

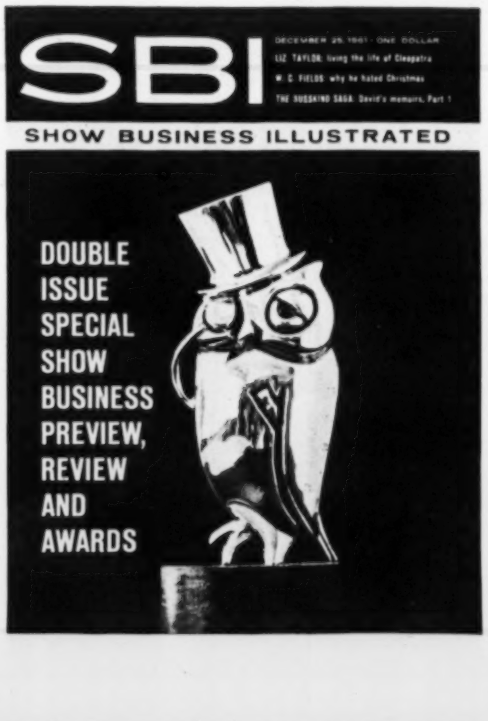
Enyart & Rose Advertising, Los Angeles, has been appointed to handle advertising for Pee Cee Tape & Label Co., Los Angeles, and for Me-Hi Enterprises, Los Angeles insecticide manufacturer.

Hillyard Names Bozell

Hillyard Chemical Co., St. Joseph, Mo., has named Bozell & Jacobs, Kansas City, to handle its advertising. The company specializes in floor treatment programs.

WHO-OO?

WHO-OO, indeed, walks off with the 1st Annual SBI Owl Awards? 24 performers and productions judged the best of '61, that's who—and they're announced in SHOW BUSINESS ILLUSTRATED's DOUBLE DECEMBER ISSUE on newsstands now. And the Owl Awards (plus a few Hoots at the year's top egg-layers) just start the excitement in this special issue. Consider these show-stoppers: David Susskind begins his explosive memoirs, "DAVID AND THE GOLIATHS"—guaranteed to stagger the stateliest of show business giants with their frankness. In "TALLULAH'S ALMANAC," the belle of Broadway speaks out wittily and often wisely on selected subjects from Analysis to Elvis (really, dahling!). On Page 96, you'll read "CONFESSIONS OF A CELLULOID EATER," a never-before-published satire on Hollywood by the late, great Gene Fowler—while on Page 115, Gene's son, Will Fowler, recalls a lonely comedian in "WHY W. C. FIELDS HATED CHRISTMAS." In "CLEO, LIZ & COINCIDENCE," critic William K. Zinsser unearths amusing and amazing similarities between a modern movie queen and the Egyptian queen she portrays. A pudgy Walter Mitty named Peter recounts his very funny fantasies of a fat man in "USTINOV IN MITTYLAND." Plus much, much more—including a knowledgeable and nostalgic word-and-photo review of Entertainment '61; and—an exciting look-ahead at Show Business '62. On sale now—SHOW BUSINESS ILLUSTRATED—with an editorial lineup that easily explains why, only eight issues young, it has become a newsstand bestseller—a medium that has attracted more than 160 prestige advertisers in 1961. SBI



SBI

DECEMBER 26, 1961 · ONE DOLLAR

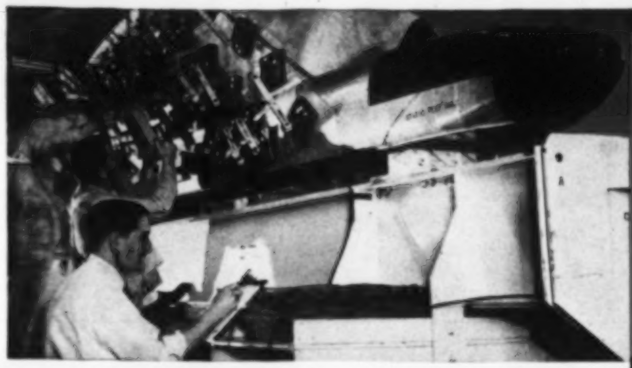
LIZ TAYLOR: living the life of Cleopatra

W. C. FIELDS: why he hated Christmas

THE SUSSKIND SAGA: David's memoirs, Part 1

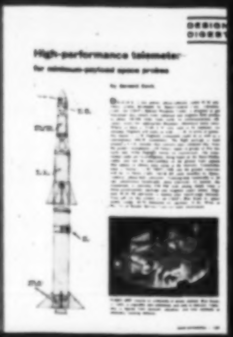
SHOW BUSINESS ILLUSTRATED

DOUBLE ISSUE SPECIAL SHOW BUSINESS PREVIEW, REVIEW AND AWARDS



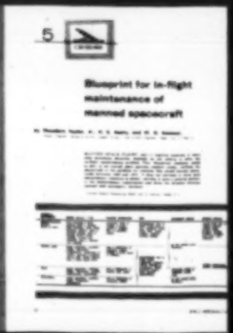
HE WORKS IN A TECHNICAL ENVIRONMENT

Structural analysis of inflatable re-entry vehicles

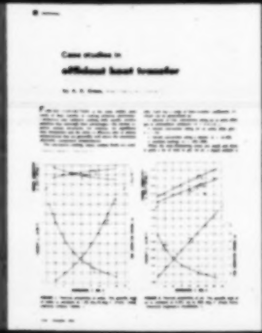


High-performance telemeter for minimum-payload space probes

Dynamic pressure on a moving body

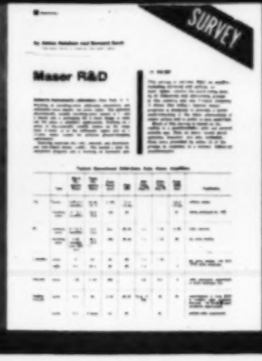


Blueprint for in-flight maintenance of manned spacecraft



Case studies in efficient heat transfer

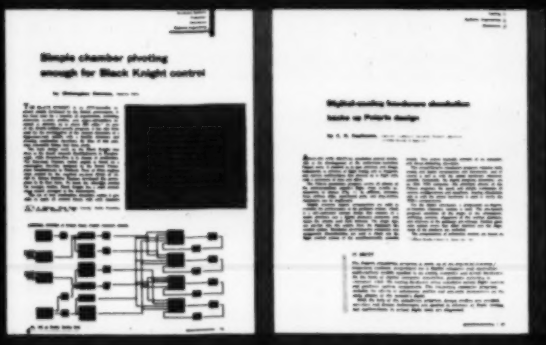
Inertial test table is stable to 10^{-6} g



Maser R&D

Phthalocyanines promise good 1000-deg F lubricants

SELL
HIM
IN ONE

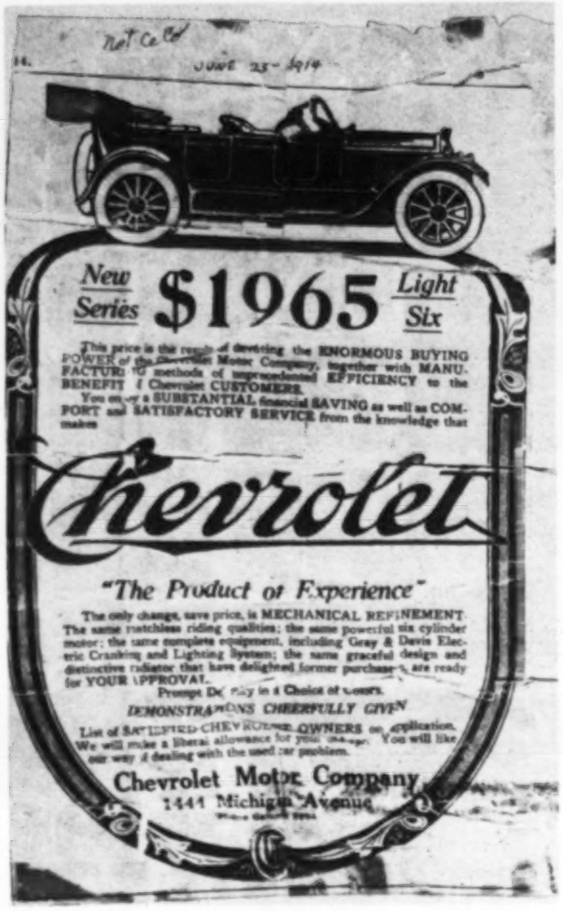


READERSHIP STUDIES show that advertising is more thoroughly read in a technical editorial environment; that SPACE/AERONAUTICS is the magazine Aerospace Technical Management prefer for technical information.

BUYING INFLUENCE STUDIES show that inquiries produced by advertising in SPACE/AERONAUTICS result in sales.

LIKE TO CHECK? Run either type of study yourself. We'll pay—check our salesmen for details.

Space/Aeronautics



Not Ca Cd

June 25-1914

New Series **$1965** Light Six

This price is the result of devoting the ENORMOUS BUYING POWER of the Chevrolet Motor Company, together with MANUFACTURING methods of unprecedented EFFICIENCY to the BENEFIT of Chevrolet CUSTOMERS.

You enjoy a SUBSTANTIAL financial SAVING as well as COMFORT and SATISFACTORY SERVICE from the knowledge that makes

Chevrolet

"The Product of Experience"

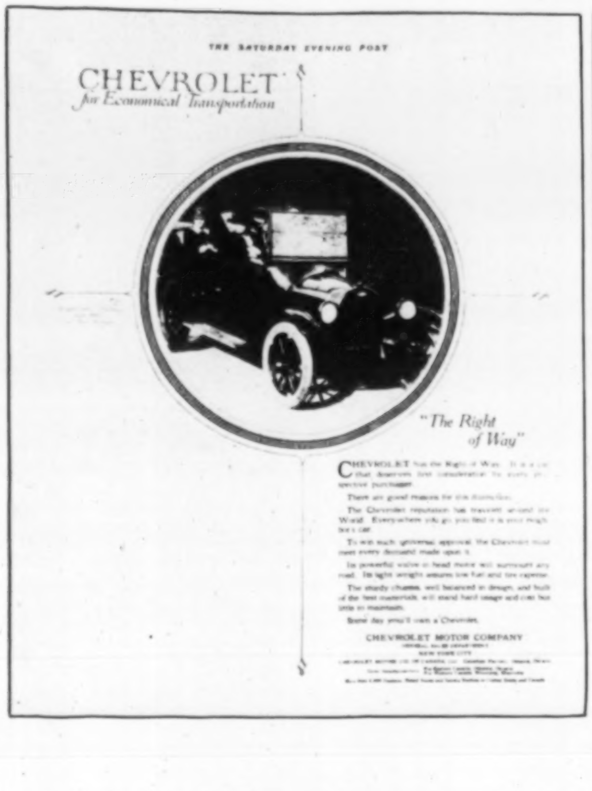
The only change, save price, is MECHANICAL REFINEMENT. The same matchless riding qualities; the same powerful six cylinder motor; the same complete equipment, including Gray & Davis Electric Cranking and Lighting System; the same graceful design and distinctive radiator that have delighted former purchasers, are ready for YOUR APPROVAL.

Prompt Delivery in a Choice of Colors.

DEMONSTRATIONS CHEERFULLY GIVEN

List of SATISFIED CHEVROLET OWNERS on application. We will make a liberal allowance for your [illegible]. You will like our way of dealing with the used car problem.

Chevrolet Motor Company
1441 Michigan Avenue



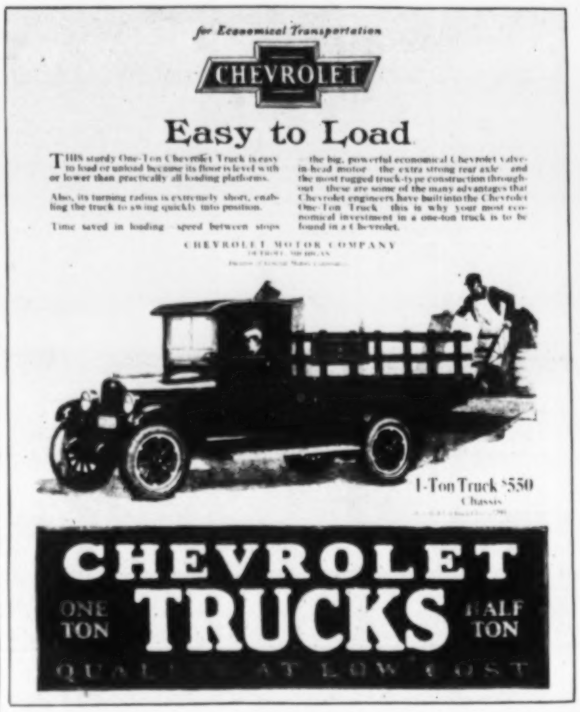
THE SATURDAY EVENING POST

CHEVROLET
for Economical Transportation

"The Right of Way"

CHEVROLET has the Right of Way.

CHEVROLET MOTOR COMPANY



for Economical Transportation

CHEVROLET

Easy to Load

THIS sturdy One-Ton Chevrolet Truck is easy to load or unload because its floor is level with or lower than practically all loading platforms.

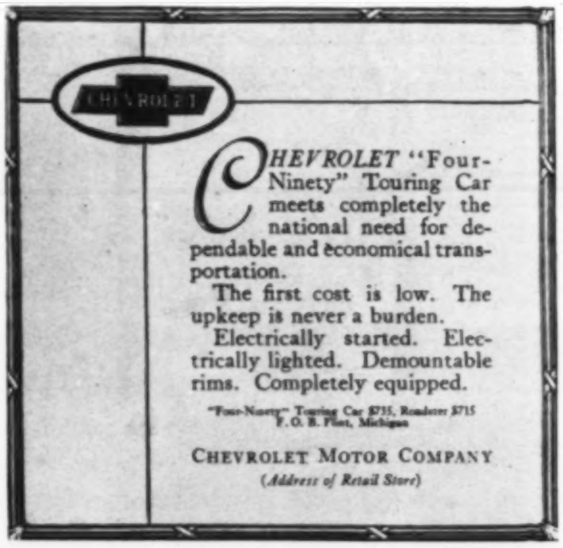
Also, its turning radius is extremely short, enabling the truck to swing quickly into position.

Time saved in loading—speed between stops—the big, powerful economical Chevrolet valve-in-head motor—the extra strong rear axle—and the most rugged truck-type construction throughout—these are some of the many advantages that Chevrolet engineers have built into the Chevrolet One-Ton Truck—this is why your most economical investment in a one-ton truck is to be found in a Chevrolet.

CHEVROLET MOTOR COMPANY
DETROIT, MICHIGAN

1-Ton Truck $550
Chassis

CHEVROLET
ONE TON **TRUCKS** HALF TON
QUALITY AT LOW COST



CHEVROLET

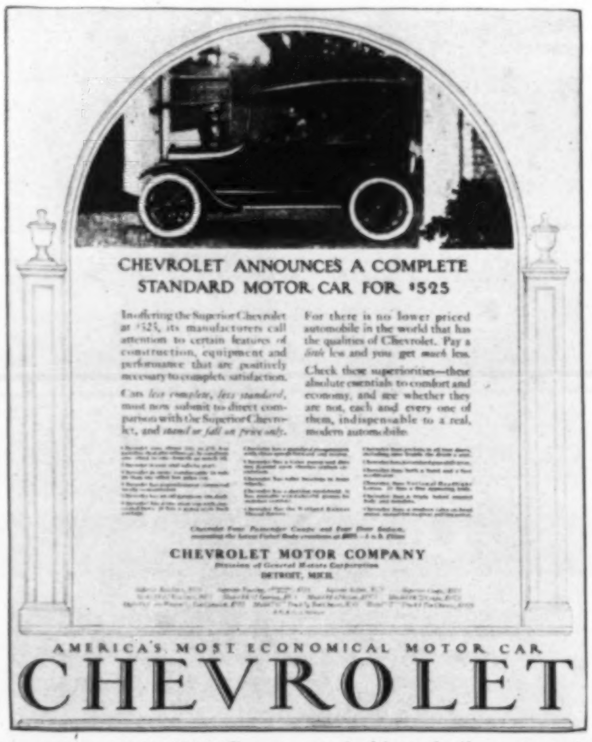
CHEVROLET "Four-Ninety" Touring Car meets completely the national need for dependable and economical transportation.

The first cost is low. The upkeep is never a burden.

Electrically started. Electrically lighted. Demountable rims. Completely equipped.

"Four-Ninety" Touring Car $735, Roadster $715
F. O. B. Flint, Michigan

CHEVROLET MOTOR COMPANY
(Address of Retail Store)



CHEVROLET ANNOUNCES A COMPLETE STANDARD MOTOR CAR FOR $525

In offering the Superior Chevrolet at $525, its manufacturers call attention to certain features of construction, equipment and performance that are positively necessary to complete satisfaction.

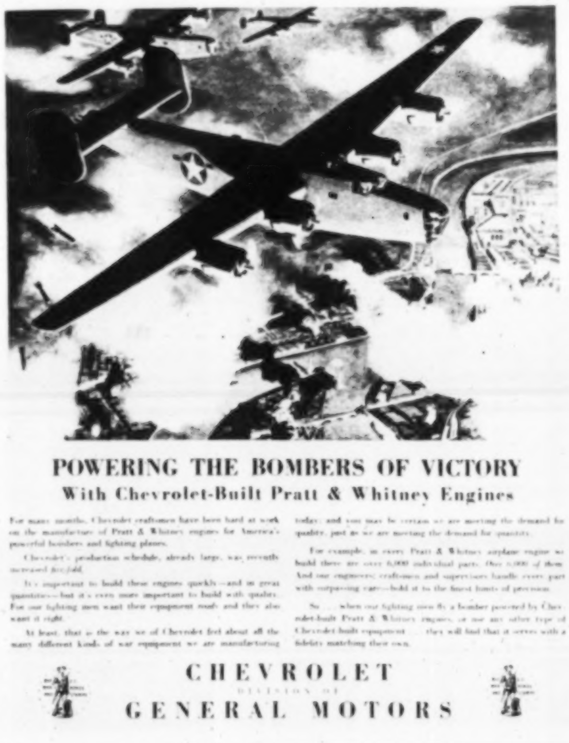
Cars *less complete, less standard*, must now submit to direct comparison with the Superior Chevrolet, and *stand or fall on price only*.

For there is no lower priced automobile in the world that has the qualities of Chevrolet. Pay a *little* less and you get *much* less.

Check these superiorities—these absolute essentials to comfort and economy, and see whether they are not, each and every one of them, indispensable to a real, modern automobile.

CHEVROLET MOTOR COMPANY
Division of General Motors Corporation
DETROIT, MICH.

AMERICA'S MOST ECONOMICAL MOTOR CAR
CHEVROLET



POWERING THE BOMBERS OF VICTORY
With Chevrolet-Built Pratt & Whitney Engines

CHEVROLET
DIVISION OF
GENERAL MOTORS

THESE ADS MADE HISTORY—*Chevrolet's first known ad ran in newspapers in 1914. Campbell-Ewald's first official effort, featuring the "490" touring car, appeared in The Saturday Evening Post, although the agency prepared and placed the 1919 newspaper ad featuring low cost and upkeep. By 1922 Chevy was plugging not only fuel economy but a dashboard oil gauge and "gypsy style back curtain." By 1926 Chevy was promoting its half-ton and one-ton trucks to plumbers, stressing "quality at low cost." World War II ads in consumer, trade and farm books told the division's story as a supplier of war materiel.*

Chevy, Fit & 50, Sees 2,300,000-Vehicle Year

(Continued from Page 3)

keting approaches, has succeeded where hundreds of others have failed. Chevrolet has been a pioneer in automotive marketing, research, merchandising and all forms of advertising, from newspaper and radio to "talking" billboards and television.

■ You could not call Mr. Durant an automotive pioneer in the sense of Ford, Apperson, Leland, Buick, Briscoe, Haynes and the countless other geniuses who built their own vehicles from the ground up, and knew every working part like the backs of their grease-covered hands. Mr. Durant was an organizer, a promoter, the kind of man who ran his own insurance business at 21, and then formed a real estate company on the side to keep himself busy. He was the kind of man who could and did, take a one-shop carriage business and build it into a network of plants in all parts of the U.S. and Canada.

He was the kind of man who could take over a bankrupt Buick Motor Car Co. and put it in the black within two years. He was a salesman who for years gave the public what it wanted, whether in transportation or gilt-edge stocks, even if he did not understand the pitfalls of overpromotion and overextension of his automotive empires.

■ Nor could you really call Chevrolet a pioneer among auto makers. There were hundreds like it, in 1911, struggling to stay in business. Each advertised something new and different. Most failed. Chevrolet went on to become the nucleus of Republic Motors, a holding company that Mr. Durant used in 1915 to regain control of General Motors.

Mr. Durant launched another car, the Star, in the '20s, but it never was a success. Chevrolet, meanwhile, as part of GM, went on to take a firm hold in the low price field, and by the end of the decade, Chevy was prompting analytical stories in the *Wall Street Journal* and *Business Week* on the race between Ford and Chevrolet for leadership in the booming auto industry.

Chevrolet was, however, a pioneer in marketing. Mr. Durant's first goal was to produce a car that would be a "self-seller." He was one of the first to comprehend the advantages of wide distribution and decentralized assembly operations. Taking a cue from Henry Ford, he priced his cars down where volume sales became possible.

■ The first Chevrolet, designed by the famous Swiss-French race driver, Louis Chevrolet, was no self-seller—too big, too much like the European racing cars of the day, and too expensive.

While the company was trying to get started in Detroit, the Little organization was doing much better in Flint. Chevrolet now is on record as having sold 2,999 cars during 1912, the first full year of operations. This is the company's official stand, although there is more than a hint that these cars were Littles, and that the first Chevrolets were not sold until the following year.

(CHEVROLET AD MANAGERS)

J. H. Newmark	1919-1922
George F. Lord	1922-1925
John E. Grimm	1926-1928
R. K. White	1929-1930
R. H. Crooker	1930-1934
C. P. Fisken	1934-1945
C. J. French	1946-1950
W. G. Power	1950-1960
Jack Izard	1960-

(C-E ACCOUNT SUPERVISORS)

Webb Taylor	1922-1928
W. A. P. John	1929-1934
R. H. Crooker	1934-1945
H. G. Little	1946-1950
H. G. Little & Colin Campbell	1950-1960
Colin Campbell	1960-

Motor World, one of numerous automobile magazines of the time, said in its Dec. 19, 1912, issue: "Embodying a number of unusual constructional ideas that give some slight evidence of foreign inspiration, the first product of the Chevrolet Motor Co. of Detroit . . . at length is ready for distribution, after having been in active course of preparation for more than a year." The car, incidentally, was to have a price of $2,100.

■ In the same issue, *Motor World* said, "Having felt out the market with the aid of its 'Little four,' which now has been on the market for the better part of a year . . . the Little Motor Car Co. of Flint . . . has brought its 'six' to the state of perfection where it is ready for the market." The Little and Chevrolet sixes were described as being similar in design and construction.

From the *Motor World* accounts,

INCOMING
OUTGOING

PHOTO: JOHN EBSTEL

It happens every day... sometimes twice a day

... for example, one of the country's best builders wrote the other day that our October issue "would be a bargain at $25 a copy." On the same day the Lumber Dealers Research Council called it "the finest treatment of modern home building techniques ..."

We also heard from realtors (sample: "this beats them all"), from lenders (sample: "terrific"), from architects (sample: "epochal") from — well, *you* name any group of housing professionals whose help you need to make more sales: we've got letter after letter, bouquet after bouquet, and we're grateful for them all.

Most particularly today we want to thank INDUSTRIAL MARKETING's judges for tapping HOUSE & HOME twice again for its coveted awards for outstanding businesspaper journalism. Our newest awards are for the best single issue and the best design appearance of the year.

We're extra pleased to get these two awards simultaneously because they recognize the two things we try hardest to do: (1) to gather the information our readers need most to do their jobs better and (2) to present that information, in words and pictures, in the easiest-to-read-and-remember way. So thank you, INDUSTRIAL MARKETING, for two bouquets the other day.

House & Home

the management
magazine
of housing
published by TIME INC.

WHAT'S UP IN MONTREAL?

Retail sales, industrial payrolls, population and households are all on the increase in Montreal while giant new skyscrapers are adding a sparkling look to the skyline of Canada's largest city.

The Montreal Star also adds a big selling plus by delivering unmatched coverage of the English households every evening. . . . Put this *going up city* on your Canadian schedules—and make The Star a "must".

The Montreal Star

Represented nationally in the United States by O'Mara & Ormsbee Inc.

Chevrolet . . .

it would appear that only Little produced any vehicles for sale during 1912, with the Chevrolet six, known as the Chevrolet 40, making its debut just in time for the 1913 market.

The question is academic because, in 1913, Chevrolet absorbed the Little company and, from then on, it was all Chevrolet.

■ A 1914 newspaper ad pictured the Chevrolet six, which was still in production through most of that year. The ad said the price of $1,965 was the result of "devoting the ENORMOUS BUYING POWER of the Chevrolet Motor Co., together with MANUFACTURING methods of unprecedented EFFICIENCY to the BENEFIT of Chevrolet CUSTOMERS."

The unknown copywriter (perhaps Mr. Durant himself) used some of the favorite ploys in vogue today to get across the idea that this was last year's model. "The only change, save price," the ad read, "is MECHANICAL REFINEMENT. The same matchless riding qualities; the same powerful six cylinder motor; the same complete equipment; including Gray & Davis Electric Cranking and Lighting System; the same graceful design and distinctive radiator that have delighted former purchasers, are ready for YOUR APPROVAL."

There was no hint of the "dynamic obsolescence" assumed in 1961 by Chevrolet and other GM divisions; but in some respects, the ad could have been written last month.

■ "We will make a liberal allowance for your old car," it read. "You will like our way of dealing with the used car problem." Also: "Demonstrations cheerfully given" and "prompt delivery in a Choice of Colors." And implied testimonials: "List of SATISFIED CHEVROLET OWNERS on application," the 1914 ad said. By this time, Chevy was rolling.

In 1913, sales to dealers ran fewer than 6,000 cars; the Chevrolet was still too big, too European, too expensive. In late 1914, Chevrolet introduced the Royal Mail and the Baby Grand, both completely new four-cylinder models with no traces of earlier Chevrolet "40s" or Littles. The Royal Mail, a roadster, was priced to sell at $750; the Baby Grand, a touring car, was listed at $875.

Here was an illustration of early marketing strategy. Sales had dropped off slightly in 1914, while the big 40 was still in production, but the introduction of the two new lower price models spurred sales to more than 13,000. Durant realized that the public did not want big, European cars, but preferred smaller, less expensive domestic cars.

■ The two new models, incidentally, became the first automobiles bearing the famous Chevrolet emblem—the square and parallelogram. Mr. Durant reportedly clipped the design from the wallpaper in a hotel room in France.

Mr. Durant realized the importance of the eastern market. Not only was the automobile industry strongest in the East at that time, but Wall St. capital also was needed for any expanding automobile company. And the backers never came to Detroit. In 1912, Republic Motors had purchased a plant at 11th Ave. and 56th St., New York, for the assembly of the Little car. When Chevrolet took over Little in 1913, Mr. Durant moved Chevrolet operations into the New York plant, if perhaps only to impress the New York financiers.

■ With the Baby Grand and Royal Mail selling well, Mr. Durant stepped up his expansion activities—a move that was good for Chevrolet but ironically led to Mr. Durant's defeat. By 1915, he had branches in more than half a dozen cities, plus an assembly plant in Texas. Licensed assembly plants were operating in two states and in Canada. Production and sales were zooming, World War I notwithstanding.

Mr. Durant found his product easy to sell. So easy, in fact, that he began to use the slogan, "Even a little child can sell it," in all his advertising, which he probably prepared himself.

But while his sales were going well, competitors—notably Ford—were doing better. Chevrolet was in a price class crowded with car makers—not all strong, but so numerous that they left little room for growth for an ambitious man like Mr. Durant.

■ So, in July of 1915, Mr. Durant announced the introduction of the

(Continued on Page 62)

INTAGLIO SERVICE C
GRAVURE ENGRAVERS
33-01

One of Intaglio's first employees, Edward Schurmann, stands at the entrance of the Long Island City plant on the day of his retirement in 1958. A photographer, he joined the company just after it was formed in 1936.

Silver anniversary with golden opportunities!

In September, 1936, Intaglio Service Corporation was founded with an idea and an inspiration, to create a service for gravure.

For the first time in history, Intaglio supplied duplicate positives of the same advertisement to different printers at the same time...making it possible for an advertiser to run one ad simultaneously in a number of cities...with a tremendous improvement in uniformity and quality!

Intaglio has since continually scored famous firsts.

In the 1930's, Intaglio brought craft skills to publications, advertisers, and agencies...with the News-Dultgen license, adapted and refined the commercial duplication of positives...pre-proofed positives in place of trial runs . . . and pioneered cylinder engraving for packaging printers.

During the 40's, Intaglio led in color separation techniques and color process packaging development . . . perfected the 3-point register system, color correction, and stripping methods.

In the 1950's, Intaglio successfully spearheaded four-color preprints for newspapers; coordinated the activities of publishers, printers, and agencies in the emergence of this new and spectacular means of advertising.

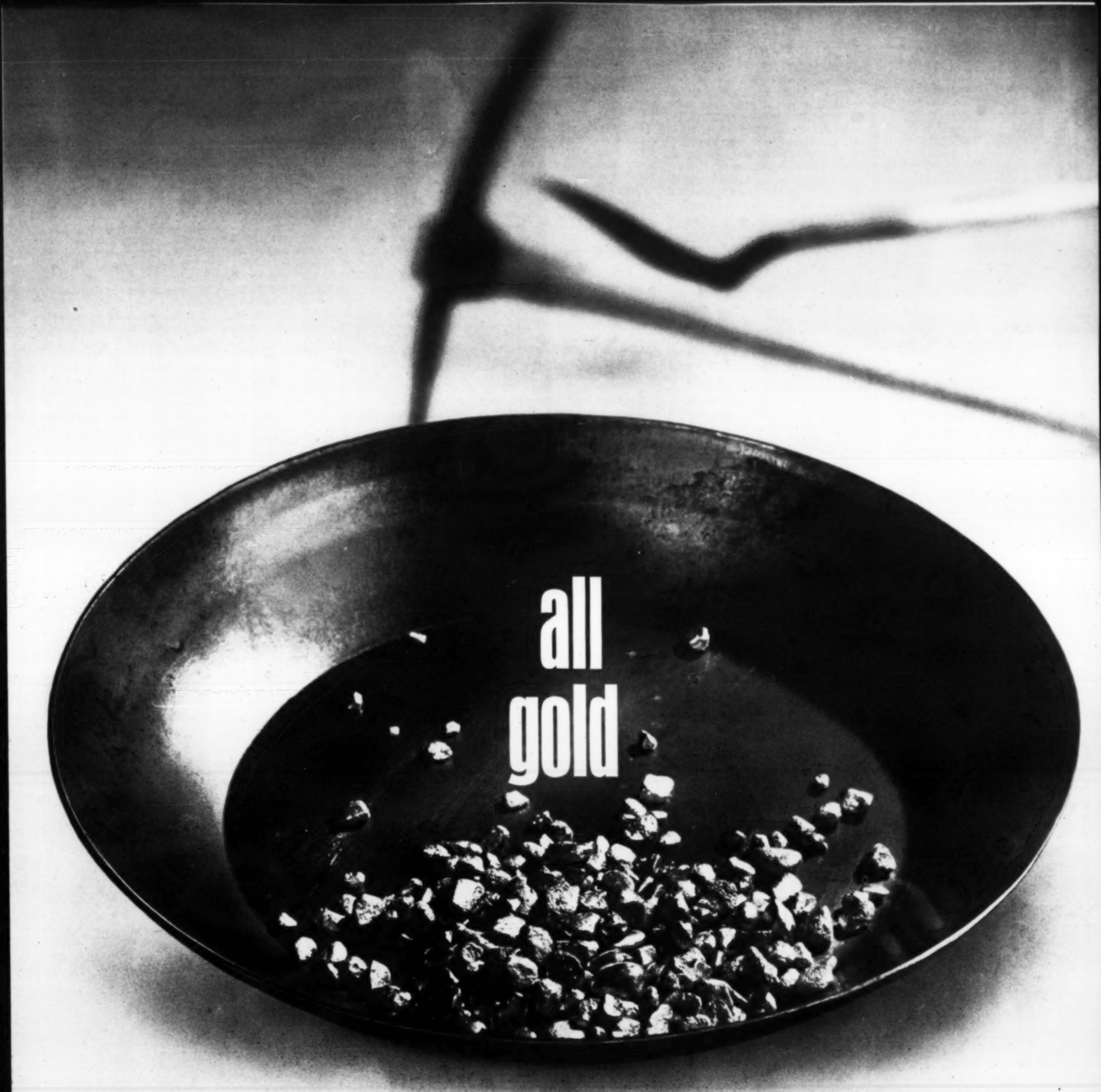
Intaglio provided research leadership, co-founded the two outstanding organizations, Gravure Research, Inc., and the Gravure Technical Association.

In these years, Intaglio has grown from a staff of three in a studio to our 500 highly skilled craftsmen (35% with us 10 years or longer), four plants, seven offices! At its silver anniversary, Intaglio offers new golden opportunities in gravure!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers



no gravel

...in the Inner Circle. ☐ A new medium that gives you the 24-carat readers of Popular Boating, Car & Driver, Flying, Popular Photography and HiFi/Stereo Review. Here are five of America's leading special interest magazines combined in a single media buy. *Here's pure gold you find in no other magazine!*

1,100,000 extraordinary men. With one uncommon quality in common: Each man has committed himself unconditionally ...totally...lock, stock and barrel to one of the elite leisure activities of our society.

No wonder they own boats. And planes. And sports cars. And precision cameras. And expensive high fidelity components. *A record of quality product ownership no other magazine can match.*

No wonder they read the magazines devoted to these products and activities. *A record of thorough advertising and editorial readership no other magazine can equal.*

No wonder they're the experts who lead the way in each of these leisure activities—the step-ahead men in every community. *A roster of consumer leaders no other magazine can offer.*

Naturally, they're young. Their median age is 35.

Of course, they're affluent. Their median income is $9,100.

Most certainly, they're the men who know how to live...and who are willing to buy the products it takes to live well.

Why not stake your claim on this untapped vein of pure gold? It's the new way to get selectivity *plus.* ☐ In the Inner Circle.

THE ZIFF-DAVIS INNER CIRCLE

POPULAR BOATING, CAR & DRIVER, FLYING, HI FI/STEREO REVIEW, POPULAR PHOTOGRAPHY

Ziff-Davis Publishing Company, One Park Avenue, New York 16, N. Y.; Chicago: 434 S. Wabash Ave.; Beverly Hills: 9025 Wilshire Blvd.

WESTERN HORSEMAN
Leader in the Western Equestrian Field
6 Months Ending December 31, 1960
117,853
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Chevrolet . . .

490, a new four-cylinder car planned to sell at $490, just under the Ford. The 490 actually hit the market at the beginning of 1916, and the price never was as low as $490, with the war boosting prices, as Mr. Durant explained.

Nevertheless, the 490 established Chevrolet in the low price class, and 1916 sales hit new heights.

The 490 was a typical Durant promotion. By announcing it in July, Mr. Durant was able to show firm orders from dealers and distributors for 1916 delivery. This proved a valuable weapon in his fight to regain control of GM in September with the assistance and backing of the Du Ponts.

Chevrolet sales hit an alltime high in 1917 and fell off with the war in 1918, the same year that Chevrolet became a part of GM. Until then, Mr. Durant had been running the two companies separately.

■ In 1919, sales recovered to a new high. That was the year Campbell-Ewald entered the Chevrolet picture. Although Chevrolet was not a regular client, the agency placed a newspaper campaign in 13 newspapers in six cities. The campaign ran for 36 weeks and eventually included 45 newspapers.

Though 1919 was a good year for sales, there were other problems. GM was overstocked with parts, automobiles and subsidiaries. One company alone—Heany Lamp Co.—lost the corporation an estimated $33,000,000. The following year Mr. Durant was forced to resign, and in December, 1920, Karl W. Zimmershied took over as general manager of the division, with Pierre Du Pont succeeding Mr. Durant at the head of GM.

■ The company took a year to recover from the shakeup. Chevrolet sales dropped 50% in 1921.

This was when Chevrolet decided to take on the services of Campbell-Ewald on a regular basis. In November, 1921, Mr. Zimmershied met with H. T. Ewald and Webb Taylor (who became account supervisor) of the agency, and plans were drawn for the first consistent ad campaign for Chevrolet the following year.

It was easy to understand why Campbell-Ewald was called upon to take Chevrolet as a client. Probably no other agency even was considered, for C-E at that time already was handling Buick, Cadillac and Oakland (forerunner of Pontiac), and had done some work for Oldsmobile. C-E also had several GM accessory divisions.

The first magazine ad prepared under the new arrangement was a full page in *The Saturday Evening Post*, May 7, 1921. It used up the entire magazine budget of $7,000 for the year.

The following year, Chevrolet's budget jumped to $212,000 for magazines, and the company began full scale use of newspapers and outdoor. Today, Chevrolet's total budget is well in excess of $50,000,000.

■ Chevrolet was truly in the volume market in the 1920s. Early ads of the decade showed Chevrolet going after every segment of the market—doctors, women, farmers, families—you name it. One series of ads, aimed specifically at the farmer's wife, plugged the two-car family, generally believed to be a modern market phenomenon. The ads argued that no farmer's wife should be stranded all day on the farm without a Chevrolet of her own.

Chevrolet almost did not reach this favored position. In the dark days of 1919-20, when Mr. Durant was on trial at GM, Chevrolet also was on trial for its life. In the immediate postwar years, other companies, particularly Ford, were cutting prices, but Chevrolet was bound by an agreement made by Mr. Durant not to reduce prices until April 1, 1921, months after he had left.

An industrial engineering firm studied the GM setup and decided that Chevrolet should be abandoned. Ford's Model T was outselling Chevrolet ten to one in 1920, and it looked like Chevrolet could not compete. But Alfred P. Sloan Jr. did not want to admit that GM could not be a factor in the low price market, and he fought hard to keep Chevrolet.

■ Chevrolet was not to be counted out. Through the '20s, sales increased to a point where Ford's Model T was threatened. Under William S. Knudsen, who took over in 1922, Chevrolet cut its costs to where some models were within $100 of Ford.

In 1927, Ford shut down to retool for the Model A, and Chevrolet took over first place in sales. Chevrolet, meanwhile, quietly developed a new six-cylinder engine which was turned over to the new Pontiac car.

Chevrolet's marketing people began to detect a shift in consumer preference away from the long

advertising age's "annual review number"
Age
January 1, 1962
Volume 33 • Number 1
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. ILLINOIS St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050
january 1, 1962

EXCITE
70
Esquire
ESQ

standard four-cylinder engine. Although Chevrolet production of fours had increased approximately four times since 1922, industry production had shown a percentage decline from 80% in 1922 to 51% in 1927.

So Chevrolet came out in late 1928 with the new six, which was advertised as "a six for the price of a four." At the time, there were only five models in the low price field with four-cylinder engines—Ford, Chevrolet, Willys-Overland, Chrysler and Durant (still around, with another new try).

■ Chevrolet claimed leadership in 1930. In only three years since then—1935, 1957 and 1959—has it acknowledged Ford's lead.

Also in 1930, Chevrolet sponsored its first radio program, "Chevrolet Chronicles," with Eddie Rickenbacker as host to war hero guests. The series began Oct. 5 and ran for 69 weeks on 171 stations on a spot-station basis. One entertainer on this early program was Fred Allen, who appeared for four weeks. Al Jolson first went on the air in 1932, sponsored for 15 weeks by Chevrolet, and one of Jack Benny's early radio contracts, in 1933, was with Chevy.

Chevrolet also ventured into the movie houses during the first decade of Campbell-Ewald relations. Chevy's "minute movies" were running in 3,000-3,500 theaters during the 1920s and early 1930s.

■ Chevrolet also began heavy outdoor postings in the 1920s, and in 1933, the company tried one new venture that was destined to failure—a talking billboard. It featured a rooster that appeared to crow, and then delivered a sales cackle. Neighbors' protests—the sign was at Woodward and 6-Mile Rd.—caused its abandonment.

Naturally, Chevrolet was one of the early sponsors of tv programs. In 1946, the company presented live tv with a series of four variety shows on a DuMont four-city network.

■ Chevrolet claims another tv first: A legally valid contract, signed via tv, between network officials in New York and agency and client people in Washington. Long the company's No. 1 tv sales personality—Dinah Shore—was sponsored for 10 years before she was dropped this past season.

Chevrolet, through the years, has been a great user of slogans, some good, some quietly withdrawn from use: "The great American value of 1932," "Eye it, try it and buy it" (1940) "Never has Chevrolet built a better car than this new Chevrolet (1946). "Brilliantly new for '52," and "The hot one's even hotter," at the height of the "horsepower race" in 1956.

■ Another, drawing on a popular song of the day, said "What America wants, America gets in a Chevy." In 1961, "The greatest show on worth" was retired early, reportedly after Chevrolet received a letter from a well-known circus.

Chevrolet shared the industry's trend toward big products until imports forced the introduction of compacts. Its Corvair, while not new as a marketing concept, is alone among American stock cars for having a rear engine. For 1962, Chevrolet unveiled the Chevy II, a front-engine car only slightly larger than the Corvair and said to be its eventual successor.

■ Trucks also have been big business for Chevrolet. Beginning in 1916 with an output of 82 trucks, Chevrolet has built its commercial vehicle business into the world's largest. Chevrolet set an industry record in 1950 with sales of 414,496 trucks, and 1960 sales were only slightly below that.

■ Today, Chevrolet's marketing approach is to offer something for everyone, with 32 models on the books. Chevrolet's advertising program is equally diversified, with newspaper, magazine, direct mail, outdoor, radio and tv.

And the ad budget of some $50,000,000 is a far cry from the original expenditures of a company that was incorporated with a mere $100,000 capitalization. #

48,058
AD MEN
HAVE NOT
ORDERED

KOPYKAT
NEW FUN GAME

ORDER YOURS TODAY . . .
Nene's Games
P. O. Box 12614—Tucson, Arizona
$1.00 (and we pay postage)
Borrow a buck . . . well worth it!

FIRST in MAINE

8th in NEW ENGLAND!

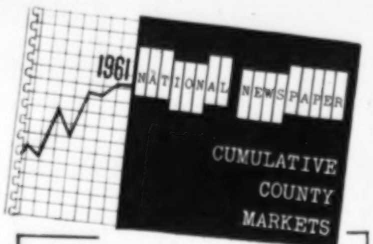
BANGOR Now Within Top 100 Markets

At last there's a dependable yardstick for measuring markets realistically. "NNCCM" measures the true value of a newspaper market—by the counties served with 20% and 50% (or better) circulation coverage. *Nationally* Bangor ranks 82nd in population, 95th in retail sales, 79th in food sales, 85th in automotive sales.

Locally it's the State's most effective advertising medium.

Bangor Daily News
MAINE'S LARGEST DAILY

Represented by Johnson, Kent, Gavin & Sinding, Inc.



City and Retail Trading Zone Population Ranking as shown in SRDS 7/6/61

1.	Boston	$3,141,623
2.	Providence	930,800
3.	Hartford	747,288
4.	Springfield	656,512
5.	Worcester	478,328
6.	Bridgeport	398,746
7.	New Haven	383,317
8.	BANGOR	367,000
9.	Lynn	335,516
10.	Lawrence	305,547
11.	Portland	260,000
12.	Waterbury	242,044

MENT
Gideon
UIRE

PHOTOGRAPHIC REVIEW

Delville **Yoshioka** **Anson**

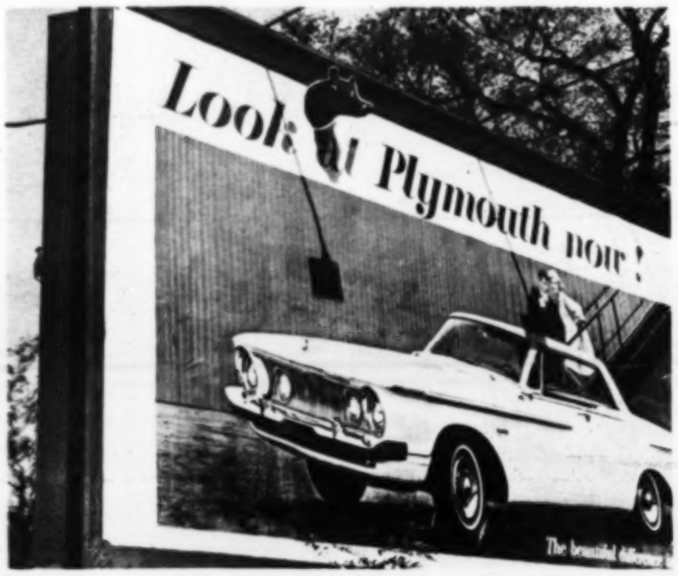
INTERNATIONAL MEET—*Hichinosuke Yoshioka, manager of the New York office of Dentsu Advertising, is flanked at an American Marketing Assn. meeting by R. G. K. (Ted) Anson, North American director of Colman, Prentis & Varley and Norbert J. Delville, account supervisor with MacManus, John & Adams. Mr. Yoshioka spoke at the AMA's international marketing group (AA, Nov. 27).*

OKLAHOMA
-TV5
-TV5

AGENCY ROOTERS—*KOCO-TV, Oklahoma City, played host to New York agency people at the Oklahoma-Army game at Yankee Stadium. The Sooners obligingly won, thus justifying the victory party which the station had scheduled later at the Waldorf-Astoria Hotel.*

Hesse **Fergus** **Brown** **Rindlaub** **Cruikshank** **Pinkerton**

SOMETHING FOR THE GIRLS—*William Hesse, Benton & Bowles president, addressed the career conference for college women sponsored by the Advertising Women of New York. Panelists at the session, attended by 220 coeds, included Lucene Fergus, J. Walter Thompson Co.; Jean Brown, vp, Benton & Bowles; Jean Wade Rindlaub, vp, Batten, Barton, Durstine & Osborn; Carol Cruikshank, Crosley S.D. Surveys; and Jane Pinkerton, Radio-Tv Magazine. More than 80 adwomen were at the conference.*

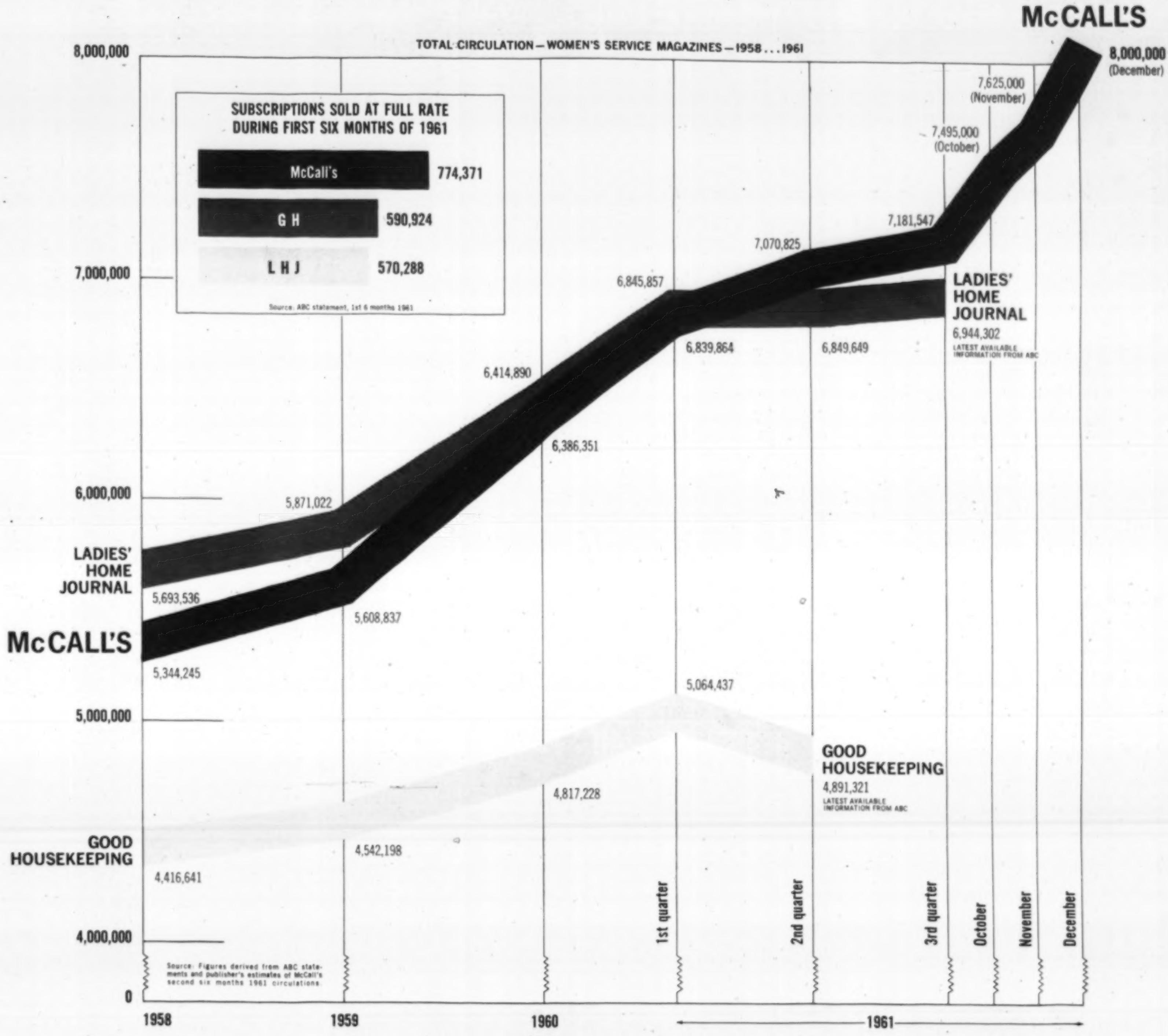


ADDED STARTER—*Ad critics apparently will go to any lengths to suggest their diapproval, as the stuffed animal head attached recently by persons unknown to this Disosway & Fisher panel near Long Island City demonstrates.*

PARTING GIFT—*Donald M. Hobart (left), senior vp and research director, Curtis Publishing Co., due for year-end retirement, is awarded the Franklin Bowl of the American Marketing Assn.'s Philadelphia chapter for distinguished services to marketing. Chapter president Paul W. Kayser, Farm Journal, made the presentation.*

Jones **Goodfellow** **Bryant** **Carr** **Cox** **Zapple**

AROUND A LUNCHEON TABLE—*At the annual fall meeting of the Maryland-D.C. Broadcaster's Assn., Nov. 21, all was peaceful. The association's new officers and official guests were Robert B. Jones, WFBR, Baltimore, president; Joseph W. Goodfellow, WRC, Washington, vp; Ashbrook Bryant, chief of FCC's office of network study; Thomas S. Carr, WBAL, Baltimore, secretary-treasurer; Kenneth Cox, chief of FCC's broadcast bureau; and Nick Zapple, staff counsel, communications subcommittee, of the Senate committee on interstate commerce. Mr. Bryant was luncheon speaker.*



Source: ABC statement, 1st 6 months 1961

Source: Figures derived from ABC statements and publisher's estimates of McCall's second six months 1961 circulations.

GROWTH!

If there were ever any doubts about the impact of editorial excitement on the minds and actions of readers, McCall's has shattered all illusions. Tradition is out. Vitality is in. See for yourself how McCall's total circulation has grown over the past four years. Compare.

In newsstand sales: comparing newsstand sales during the first six months of 1958 with newsstand sales in the first six months of 1961, McCall's shows a gain of 21.3%, the Journal a gain of 16.2% and Good Housekeeping has fallen off by 1.7%.

In full-rate subscriptions: in the first six months of 1961 McCall's leads the field in full-rate subscriptions sold—36% more than the Journal, 31% more than Good Housekeeping.

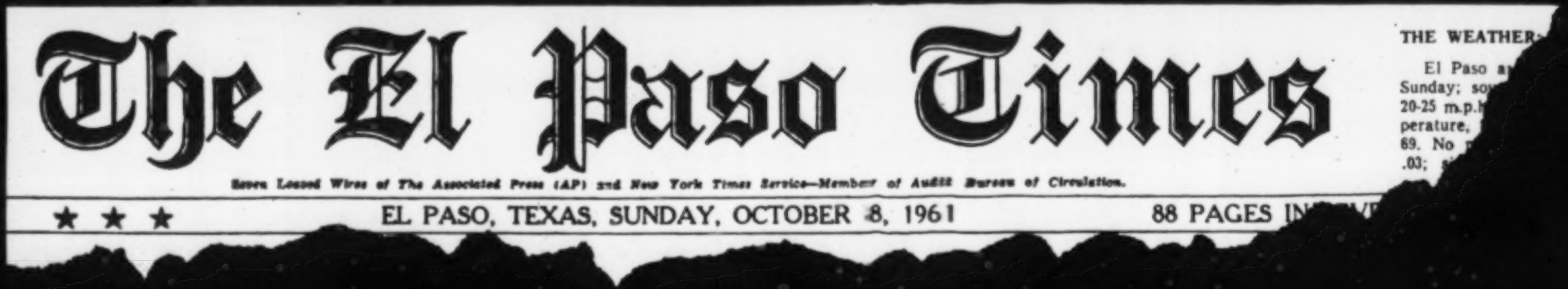
Advertisers, too, are recognizing the dynamic values of McCall's editorial appeal. During the first eleven months of 1961 advertisers invested an estimated $35,000,000 in McCall's (an increase of 22.2% over the same 1960 period) compared with an estimated $25,000,000 in the Journal (a decrease of 4.7%) and an estimated $19,600,000 in Good Housekeeping (a decrease of 7.9%).

No matter how you measure growth, it's McCall's all the way.

McCall's

First Magazine for Women • First in Circulation • First in Advertising

Another great Texas newspaper



The El Paso Times

Seven Leased Wires of The Associated Press (AP) and New York Times Service—Member of Audit Bureau of Circulation.

★ ★ ★ EL PASO, TEXAS, SUNDAY, OCTOBER 8, 1961 88 PAGES IN

THE WEATHER:
El Paso a
Sunday; so
20-25 m.p.h
perature,
69. No
.03;

adds

PARADE

as its only syndicated Sunday magazine,
beginning January 7th, 1962

The El Paso Times is the Sunday newspaper of the fifth city in Texas and of the fabulous Southwest... twenty-four counties of West Texas and New Mexico. This is the largest, and one of the fastest growing retail trading zones in America, with an annual growth rate more than three times the national average. In this billion dollar market, the Sunday Times is home-delivered in practically every city, town and hamlet.

The El Paso Times

U.S. Rejects Soviet Formulas For U.N.

Furman Leads Miners To 20-16 Win

Second Half Passes Nip McMurry

Katanga, U.N. Sign Ceasefire

U.S. Reexamines Yugoslav Policy At Their Request

3, 4, 5, 6, 7 'Advisers' In Dispute

Turks Due Free Vote On Sunday

International Mining Meet To Open Sunday

U.S. Flexes Muscles As 'Enemy' Attacks

Ford Elected SW Governor Of Kiwanis

PARADE

HAYLEY MILLS
She's the greatest child find since Shirley Temple

- How you can win a marital fight
- Washington's most famous bloopers
- Three new servants of God

Now, for the third time in sixty days, Parade hits another all-time high in circulation, reaching 10,604,430 homes through 68 strong newspapers. Now five great Texas newspapers—the Beaumont Enterprise, the Dallas Times Herald, the El Paso Times, the Fort Worth Star-Telegram and the Houston Chronicle—give Parade by far the largest Texas circulation of any syndicated Sunday magazine.

THE EL PASO TIMES IS REPRESENTED NATIONALLY BY TEXAS DAILY PRESS LEAGUE, INC. AND GENERAL ADVERTISING DEPARTMENT, SCRIPPS-HOWARD NEWSPAPERS.

Advertising Age

Feature Section

Creative Man Declares Art Team Winners

Weiss Examines Sears' Telephone Selling

Should Springmaid Go Back to Sex?—Neff

Butler Explores Die Cutting Tricks

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Corn Products Chairman Defines Industry's Top Job . . .

New 'Management of Innovation' Must Foster Ideas, Halt Boredom, Over-Centralization, Distaste for Change

William T. Brady, board chairman of Corn Products Co., sees three areas blocking innovation, and therefore progress in industry: (1) Society ("There seems to be a basic cultural distaste for innovation . . . security is the slogan of our society"); (2) the company ("There is the tendency in too many organizations to hold power and decision at the top; it is based on the mistaken notion that the only competent, intelligent, thinking individuals are those at the top"); and (3) the individual ("Too many people in business are bored stiff"). To topple the barriers, Mr. Brady urges management to provide an atmosphere of receptiveness that permits "disagreement without penalty," to provide for orderly evaluation and execution of new ideas, and to provide incentives and rewards not only for the innovator but for his supervisor (who must be enticed to encourage innovation). Mr. Brady's views are presented here, as expressed in a speech last month at the annual meeting of the Assn. of National Advertisers at Hot Springs. They do not relate to advertising, but they are important to every advertising man.

William T. Brady

By William T. Brady
Chairman of the Board, Corn Products Co., New York

If the title of my talk ["The Management of Innovation"] doesn't include the words *advertising* and *marketing*, and if there is only infrequent mention of your profession during the course of these remarks, please appreciate the position I'm in. I would not presume to talk to architects about blueprints, to mathematicians about equations, lawyers about writs and torts, or marketing men about advertising and promotion. Because you are business men, though, and because it is your job to be especially creative, we share a common concern for the care and feeding of ideas, the management of change and innovation.

Each in his own way, within the context of his own work, we must find ways to encourage innovation and manage it properly. We *must* because the management of change is perhaps the most critical and pervasive task facing our world today. The shape of the world's population, the shape of our economies, of the social structure of our many societies, of politics and government, of education and of religion—all are in a state of flux of more than considerable pace and magnitude. And what new forms emerge will be, at least in part, shaped by our skills and knowledge of the process of innovation and our skill in managing change.

■ Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all man-made change, improvement and progress. If we believe our capacities are yet unfilled, that our business is still unfinished, we must then accept that our future, and that of mankind itself, depends first, last and always on innovation—on rearranging the known to create something new. This is my thesis.

The task is both awesome and challenging: Awesome in the sense that its scope is so wide and varied and the responsibility so great; challenging in the sense that a huge potential is yet undeveloped. We must accept that challenge with vigor, confidently.

Problem: Changing Things Upsets People

Let us turn now to the problem of change and of innovation and explore this together.

The problem is that most people seek a pattern of order and constancy in life—not change. They are not receptive to rearrangements, and when these are suggested they are disturbed, upset, and sometimes even hostile.

You, of all people, are least likely to accept that nothing can be done about this. You have brought about many changes in consumer habits by informing, reasoning and inducing them into being. And despite all the overt and hidden persuasion that what you're doing is darkly sinister, you know that the world is in debt to you for what you have accomplished. You share, I'm sure, my conviction that innovation is the basic function of management, whether of industry, politics, science, or the arts, and that management must coax and coddle it into being.

We know painfully little about the process of innovation. We occasionally mine and refine previous innovation, but we often bungle the job of creating new sources, or even conserving those available to us. The answers seem to have escaped even the greatest of our enterprises.

■ Consider this fact: Of the 100 largest U.S. companies in 1900, only 36 were among the 100 largest in 1948. Industrial leadership is easily lost. Crowns are never tacked on securely. The majority of companies included among the top 100 today have reached their position within the last two decades. They are the companies which have developed and grown to meet changing conditions. They are the innovators. They are the ones who have started new industries. They have transformed old industries to meet consumer preferences—some of which their advertising helped create or influence. And, of course, it's not at all coincidental that most of them are also among the 100 top advertisers.

I don't mean to leave you with the impression that only a few enterprises are really innovating. From what I see and read, many are. But no one who can hear the clock ticking away on America's precious leadtime, who feels the urgency of human need, can be satisfied with our degree of progress.

I don't mean to suggest, either, that few people are innovating. From what I see and hear, there is no shortage of ideas, big and little, in all our organizations. But no one who has seen the way big ideas shrink into old familiar forms, as they pass through established channels, can be satisfied that our organizations are innovating as much as they could.

Not only is the search for innovation a significant one today, it is also urgent.

What time there is need not be spent in identifying and analyzing innovation or creative thinking. We know it when we see it. However, we do have to identify those things which stifle it, and root them out. Let me try, then, to put my finger on a few of the inhibitors to genuine creative thinking.

Is Society Shunning Change, Lionizing Men of Facts, Not Ideas?

First, in our society there seems to be a basic cultural distaste for innovation. Years ago, we admired and rewarded innovation and creativity. We were continuously in search of new frontiers. The innovator was a hero, not a nuisance.

Today, however, in sharp contrast to the past, innovation goes frequently unrewarded. We appear to have developed a critical disapproval, a kind of snobbishness, that looks down on anything new. We are fearful—and so resent those who upset applecarts. Security is the slogan of our society.

Reacting against innovation, we lionize the sensible man, the man of facts, the practical realistic man, the man who "gets things done." The man of ideas is too often thought of as "out of this world." And too often we leave him there.

Perhaps our society has over-structured its systems and locked its people in. Perhaps we have insisted too much on getting everything regimented. In our efforts to be efficient, we have created systems which wear out but which we are loath to change or drop completely.

All this is characteristic of a society in retreat. These are dangerous and demoralizing attitudes for a nation on the new frontier.

Companies Getting Top-Heavy?

Further, any company, operating within a climate at best only lukewarm about innovation, produces some obstacles of its own to innovation.

There is the tendency in too many organizations to hold power and decision at the top. It is based on the mistaken notion that the only competent, intelligent thinking individuals are those at the top. These people monopolize the power of decision. They coordinate, they direct, they do what little innovating they have time for—they work hard. In fact, their work becomes so consuming that they have little time for anything but the day-to-day tasks. The man whose eyes are focused only on today is not planning for the future. The long-term perspective is missing or woefully inadequate.

With this clustering of power comes the building of empires. Little cliques of "yes men" spring up. Innovation takes only the direction the leaders want it to take. And in the struggles for prerogatives and status, the creative thoughts of people all along the line are stifled.

■ More particularly, and unhappily, often too, the objectives of the company—that is, its purposes—are subordinated to the aims and goals of its most aggressive and colorful personalities. The real business of the company, as a whole, is either poorly defined or forgotten. Each division or functional unit develops its own narrow aim and perspective. Decisions, unfortunately, are made in terms of their parochial interests.

Moreover, in such an unhealthy environment, fear and anxiety all too frequently foul the atmosphere. Caught in the pull-and-tug of the top leaders, many people are never certain where they stand. In such a climate it is difficult for them to identify with the larger organization or to feel any sense of participation. Rather, they must, if they are to have any measure of seucrity at all, find it within one of these cliques. And if, like most people, they wish for advancement and bigger rewards, they soon realize they must play along with its ritual. Often times the advice given to newcomers in a department is to "find out what the boss wants and likes"—and do it.

■ In such a sterile system, lines of communication are a one-way street. Information flows from the top and usually never reaches the bottom. Even *that* information is oftentimes screened by the top and only what they think is fitting gets through.

These, then, are some of the *organizational* factors which inhibit innovation:

1. Overcentralization of power and control.
2. Lack of planning.
3. The building of little empires.
4. The spreading of fear and anxiety.
5. Limited loyalties.
6. Poor communications.

Individuals 'Organization Men'?

A third barrier to innovation centers in the individual himself.

We generally live far below our creative limits. Most people possess creative power they never use.

Too many people in business are bored stiff. They are apt to characterize all their work by the amount of routine it includes—and all our jobs include a good bit of it. Going through the motions, shuffling papers, their work day takes on the character of deadening monotony.

It is almost as if men were being paid by the pound for their work. Their effort is measured in terms of volume of work, none of which may be really productive or lasting. And far too often none of the work is truly innovative.

Too often when the individual in business has gotten all wrapped up in himself, he loses sight of greater goals and is content just to "coast by." There are those who resist change because they are unwilling to risk the amount of social status they've achieved where they are. They have little ambition and jealously guard their own job against any change whatsoever.

■ Under these patterns in many of our large organizations there is a tendency to develop organization men, men who are concerned primarily with following a pattern which others lay down. Highly sensitive to what others think of them, anxious to please, dependent, their own individuality is submerged. They are afraid to take responsibility for their own ideas. They hew too closely to the line, and until they find out what the line is, they don't hew at all.

While some measure of conformity is essential in any large enterprise, I for one believe the balance between individuality and conformity has swung too far away from individuality. Creative thinking has suffered or disappeared altogether, and we are all poorer for its loss.

The barriers, therefore, to innovation and creativity lie in three areas:

1. Within our society.
2. Within the organization itself.
3. Within the individual.

If we are to liberate our creative forces, we must eliminate these inhibitors, substituting a climate that facilitates innovation and growth. Let's look at what can be done, first for the individual.

More Training Needed in Skills to Carry Through on Ideas

For one thing, we can provide an atmosphere in which the individual's sensitivity can flourish, rather than wither away. Creativity or innovation comes from *awareness of a need or a problem.* The problem or need may exist within the individual himself or it may be present in the organization or in the public it serves. To solve it requires an openness of mind—a capacity for being receptive to new ideas.

We must also enlarge a man's knowledge about what's going on around him and encourage and assist him to learn more about his own field.

We can give him the opportunity to develop and improve the techniques and skills of his work. He should get the basic fundamentals of his job. For while the novice may generate insight, he usually is in no position to use it to his or his organization's advantage. He does not possess skills and techniques to follow through on ideas.

This is important. To be a good idea it must be carried through to its ultimate conclusions. Otherwise it is a passing fancy—a wish, a dream.

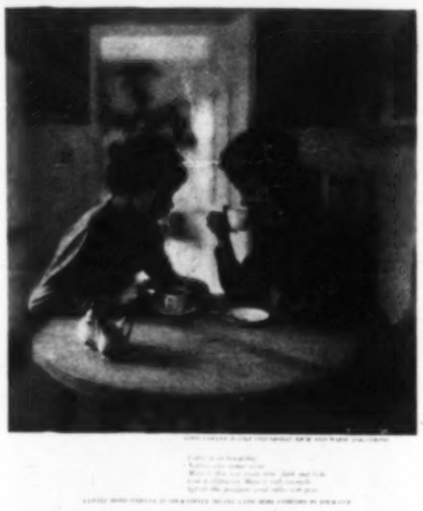
■ It must be communicated; it must be implemented; it must be placed into effect. And here's the rub. Some can come up with great ideas, but they cannot implement. They are "idea men" and either cannot or will not carry them through. However, we need these people. It's pretty hard to bench a .400 hitter who can't field. We must develop, then, their ability to implement, or put others alongside them who have abilities in these fields. In short, create teams capable of supplementing thought with action.

We must also provide enough time for the innovator to create. He needs time for preparation, time for the incubation of ideas, time for evaluation and redefinition and time for complete double checking.

We must give the innovator a forum for his ideas. He must be part of a "community of creativity." Such a community of interaction stimulates; it serves as a catalyst to others. And in this forum there must be free exchange of ideas, constructive criticism and disagreement without penalty.

The Creative Man's Corner . . .

It's the Art Team—Two to One



A tremendous improvement over the previous Pan-American Coffee Bureau campaign, this ad—which may possibly be the first in a new series—is excellent in technique, particularly insofar as design is concerned. Like so many present-day ads, however, this one shows a far greater improvement in art presentation than in copy argument.

For some strange reason, people who write advertising make the assumption that the public unquestioningly accepts as gospel anything they say. As a result, all too many writers of advertising pick and choose words not so much for their power to reproduce reality as for the power they believe resides in them to move and control the human emotions.

For example, the headline in this ad says, "Good Coffee is like friendship: rich and warm and strong." The assumption is made that the words "friendship," "rich," "warm," and "strong" elicit good feelings. But the way they are used here they ring false, since the commercial end of an advertisement is obvious—why drag friendship in? And why urge the reader to "bless" his coffee with strength? This all too clearly reveals the hand of the hidden persuader. And, pray tell, what does "*A little more coffee in your coffee/means a lot more comfort in your cup*" mean? You derive comfort from a blanket, not from a cup of coffee. This straining for poetic effect on the part of someone who clearly is not a practiced writer all too forcibly conveys the feeling that the Pan-American Coffee Bureau is considerably less interested in getting more comfort into your cup than it is in getting more dollars into its own pocket.

This ad is typical of this period, when the boys in the art department put to shame the copy department boys—who, for so long a time, had the upper hand. Clearly the former are showing considerably more skill than the latter.

Further, we must give the innovator a sense of belonging to management. For only if he participates in the formation of goals and only if he is part of the broad creative effort of the entire organization can his contributions be real. And don't forget, "People support what they help create."

Don't Put People in Straitjackets

We must recognize the dignity of every person at every level, in every department, every type of work. As I have pointed out, every man has, within him, the potential for innovation, no matter how little formal education he may have, no matter how humble his background. We must use every resource of every man, for his sake and for society. We must be careful that we do not put people in straitjackets—that we do not try to make them over in our own image and likeness. For when we try, the individual becomes only the caricature of himself, a pathetic "Me Too-er."

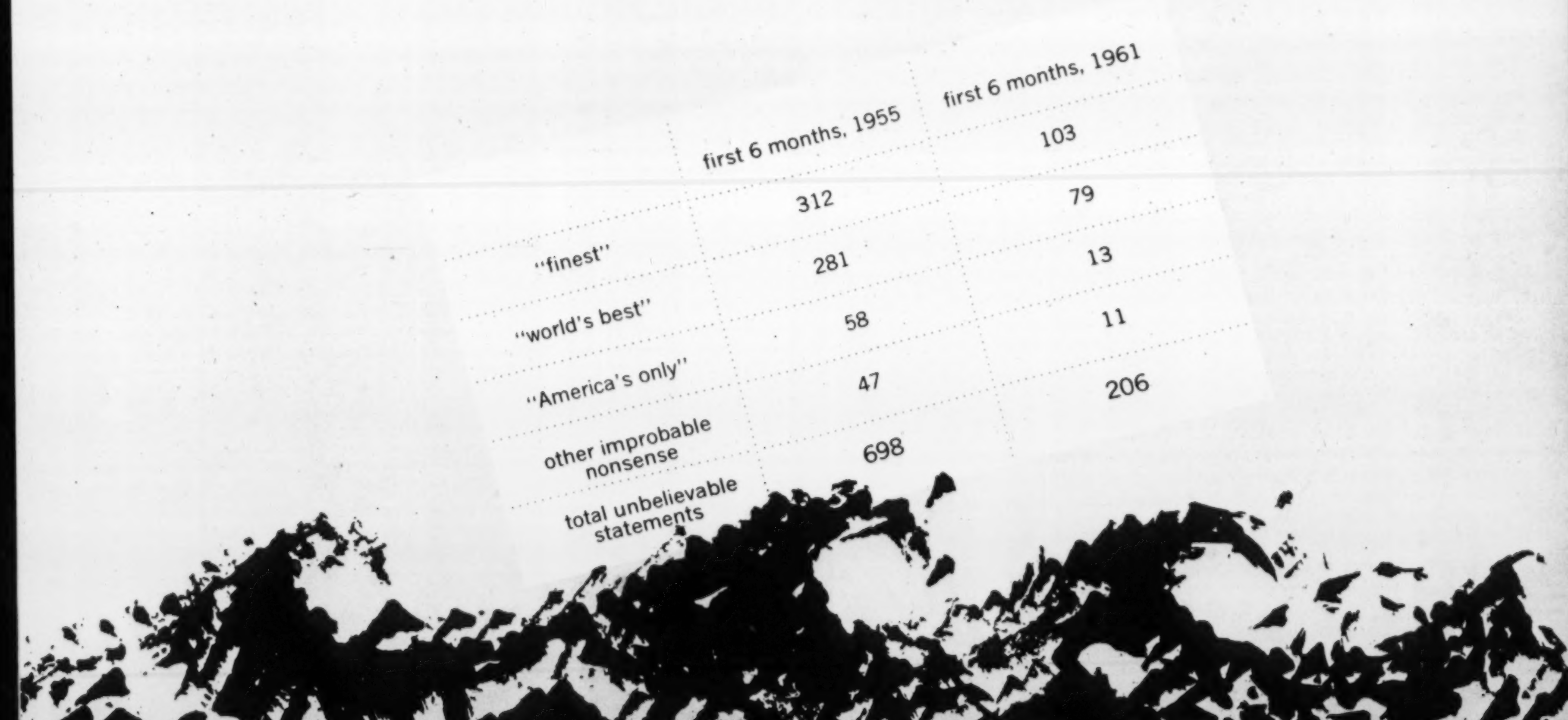
■ These keen and sensitive words of Thoreau have long been a favorite of mine and are so appropriate here.

"If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however

the river is getting lower all the time

In 1956, The New Yorker asked advertisers and agencies to help eliminate superlatives and exaggerations from their New Yorker advertisements. The plea for believability was made in a booklet called, "Don't Raise the Bridge, Boys . . . Lower the River." It offered statistics on unbelievable statements culled from New Yorker advertisements in the first six months of 1955. Five years later, the count was taken again. It showed a reduction of 70%. Thanks for your help.

The New Yorker, No. 25 West 43rd Street, New York 36, N. Y. • Other Advertising Offices: Chicago, San Francisco, Los Angeles, Atlanta, London



	first 6 months, 1955	first 6 months, 1961
"finest"	312	103
"world's best"	281	79
"America's only"	58	13
other improbable nonsense	47	11
total unbelievable statements	698	206

measured or far away."

Now, the world's work must be done. Yet we must strive to permit differences and indeed to preserve them—well within the framework of constructive policy and direction. We can take no other course.

■ This is not a one-way street. The individual must give something in return. I refer to responsibility and a sense of dedication. Responsibility is primarily personal. It implies a sense of obligation for benefits received and a willingness to justify them by his own best efforts. Responsibility cannot be imposed. Rather, it must come from within the individual.

And most importantly, every individual must find his own sense of purpose, his area of dedication. He must develop a strong sense of what needs to be done, a constructive discontent. He must be concerned by what does exist and be excited about what could exist. Creativity comes only to those who are intensely committed —from men with a burning desire that every tomorrow be better than today.

These are the conditions which tend to stimulate the natural growth of creativity in the individual . . . an environment of freedom and participation on the one hand, and the prepared, responsible individual on the other.

Now let me try to distinguish for you between what we can—or must—do for individuals, and what I would call "the management of innovation." This, in effect, translates a number of these principles concerning the treatment of individuals into organizational terms.

■ First there is the relationship of supervisor to subordinate, of associate to associate.

It's probably quite true that a person's activity is geared in large measure to what his boss wants or expects him to do. The manager sets the stage, creates the role. And while one's associates are also important in setting expectations, in the end it is the boss who has the greatest influence.

Therefore, what the supervisor does or does not do in fostering innovation is crucial. He can crush it, stifle it, condemn it, or he can cultivate and encourage it. But all too often, he resists any creative effort by a subordinate, because for him change is disturbing. It may require more work on his part.

Manager's Skill Is Partly How Well He Fosters Innovation

The answer is that management must reward the supervisor who encourages innovation in himself, in his line and staff. The individual who innovates must be rewarded. So also, greater recognition must be given the supervisor under whom it takes place. Both are necessary.

In my company, for example, we are well along with just such a program. I receive periodic reports on all innovations. We investigate, and the superior of the person who made the innovation is rewarded. Our incentive program is directly geared in. A very important part of a manager's list of responsibilities is how well he fosters innovation. While this may not be the full and complete answer, results so far indicate that we are moving in the right direction.

Coupled with this is a strong program in long-range corporate planning. This involves establishing long-range objectives, the continued examination of what lines of business we should be in, intensive studies of our emerging economy and the formulation of plans well into the future. And while I have a top corporate staff on this, and devote a great deal of my time personally to it, yet the real responsibility for action rests with the operating divisions—with the line.

■ Further, our system of communication must be open. And when I say "open" I don't mean "loose." Communications have to be organized and properly channeled. But having done this, having taken care of the formal requirements, it is greatly desirable to get people in close touch with one another. The creative act thrives in an environment of mutual stimulation, feedback, and constructive criticism—in a community of creativity. Defensiveness and critical attack restrict and inhibit. There is no place for either in an organization which is growing. Rather, the order of the day must be constructive and cooperative.

Organizationally we must provide for a system of sequential controls which will make certain that ideas are brought forward, evaluated, and carried through. As managers of innovation, we must have a logical, orderly approach to new ideas. We cannot allow ourselves to become so infatuated with the idea of change that we are blindly uncritical of the merit and consequences of suggested changes.

Fill Positions with People on Move

And lastly, I would set this goal: "Keep the path open to talent." Key positions within an organization must not all be filled with individuals who have gradually risen by mere seniority, who plow the same worn out acreage, year after year. If this happens, no fresh talent is brought to light and much is plowed under. There must be sufficient open positions filled with people on the move, to provide the necessary on-the-job training spots. For instance, an assistant department head should never be chosen who does not have the capacity to move into the top job. We must exert the strongest effort to bring individuals of ability to the fore, men possessing energy, clarity of thinking and strong will. We need people to carry the mail—and we need people to be looking for new routes!

But talent does not always stand up for the world to see. It is frequently a shy thing in itself. It must be developed and groomed. Therefore it is imperative that we initiate long-range programs and plans for development, that we employ accurate methods for evaluating individuals and that these programs and plans be pursued vigorously and continuously.

I've just about spoken "my piece." It's a quick excursion through a vastly complicated area, one full of gaps, unexplored subjects, unanswered questions, questions such as:

- The nature of creativity in the individual.
- The conditions which lead to its development—the environment of creativity, the stages of the creative process and how this can be managed.
- The way to develop more know-how and insight into the task of blending in the new without shaking established foundations. This is a very real and significant problem. For innovation means more than developing something new. It means dropping the old, the useless. How do we determine what should be dropped? What criteria do we use? These are difficult questions. We need to know the answers.
- We need to learn how to fuse creative talent to an organization, mobilize it in a given direction—in a word, to achieve creativity within an organization which will serve organizational and social needs.

■ I submit that these questions relate very directly to your calling. All the more because I've been speaking to you not merely as marketing managers but as business managers. As such, the most important thing you do is manage innovation. How well you, and other trustees of progress, manage this—your greatest responsibility—will determine how well our world survives the convulsions of change.

Needed: Opportunity, Stimulation, Climate, Incentive, Recognition

During my discussion with you, I have drawn a more or less artificial distinction between the responsibility of the organization to the individual, and the individual's own responsibility to his company and to himself. I could argue, quite convincingly I think, that in the final analysis, all responsibility is personal—that any organization is built upon these many individual responsibilities—that no matter how they may be allocated, shared, blended, or merged, they rest on men, and not on something as abstract as an organization.

It is to those men who earnestly assume these responsibilities that we may confidently entrust the future of the world's people and their problems.

It is top management which must assume responsibility for providing these people with opportunity, stimulation, climate, incentive and recognition.

That done, we can be sure the very highest priority will be assigned to the endless pursuit of innovation, and that it will lead the way to a better life. #

The Peeled Eye Department . . .

Should Springmaid Go Back to Selling Sex?

By Dick Neff

Not-So-Fat-Free Sheets Give Philadelphian Indigestion

We must confess we thought Supima cotton's eggbeater ad shown here was pretty yummy.

But the Springmaid ad from the same magazine, selling the same sheets, reads: "Imagine the texture of whipped cream, and then imagine sheets of it, made in the famous Springmaid manner . . . the sensation is unbelievable.'"

Dick Neff

This brought some wry comment from Ed Curran of Harvey & Thomas, Philadelphia.

"Personally," writes Mr. Curran, "and I'm pretty game, I can think of nothing worse than slipping in between two sheets of whipped cream. (I might slide in and get trapped at the bottom of the bed.)

"But if I did immerse myself in this white wonderland, and if I were experiencing 'an unbelievable sensation" (I'll bet), would they ask me (as they do in the ad), 'Am I a Springmaid?' Holy Cow!

"I think the Springmaid people are smoking more but enjoying it less. I think they should stick to their knitting and sell the sex, not the sheet."

Maybe they should put out a fat-free skimmed milk sheet for those Philadelphia Cream Cheese eaters. But *sex*—in Philadelphia? Heavens to Betsy!

What? No Exclamation Mark?

Here's another ad with the new "go-'way" approach as opposed to the old come-on approach, and it's right from the pages of ADVERTISING AGE:

"NOT EVERY CREATIVE MAN WOULD WANT THIS JOB"

It reads: " . . . yet, somewhere there is a man who has dreamed of finding a spot such as this . . . This is a created job for a creative man who wants to be on his own with 26 typewriter keys and a brain full of ideas . . ."

Jean Rockwell of Parker Adv., Saginaw, Mich., writes:

"You're darn right not every creative man would want this job! Personally, I'm holding out for a joint that can afford a whole typewriter!"

And here's another Help Wanted ad spotted by Ernie Whitney of Potts, Woodbury, in Kansas City.

"WRITER: For K. C.'s finest dining room lunch and dinner hours; liquor experience required . . . "

Says Ernie, "I understand the number of highly qualified applicants was simply astonishing. With job specifications like this, who needs Jack Baxter?"

She Has Typos on Her, But She Speaks Nice

One of the many bright spots in Julian Koenig's first speech, made before the Advertising Writers Assn. of New York last month, was this paraphrase, which we hope we haven't botched up: "Let's use English good, as a copywriter should."

Well, the club took him real literally and passed around this mimeographed notice right after the speech:

"The Advertising Writers Assn. of N.Y. invites you . . . to dance and be entertained by the world-famous Talbot Brothers of Bermuda in their only public New Yoik appearance . . . Date: Tuesday . . . November 21 . . . "

Good New Yoikese anyhow, hey?

Why Are Air Force Pilots Buying Falsies?

Recently this little citadel of culture reproduced a Delightform brassiere ad with the inexplicable line "$3.95—men's or women's" in it.

Now comes a letter from Cos Bishop of the Katz Agency, New York, enclosing a news item which appeared originally in *Women's Wear Daily*. It says that a de-

He reaches FIRST
for the one that
REACHES him!
OBITZ
PROTECT PI AGAINST SCOURS

Reach the world's richest farm market through LOCALLY preferred Midwest Unit Papers

Midwest Unit Farm Papers are the FIRST read . . . BEST read . . . MOST read farm publications in America's richest farm belt. The reason is in the reaching. Midwest farmers—who are earning and buying almost twice as much as the U. S. farm average—find that ONLY their LOCAL Midwest Unit paper strikes their LOCAL level.

Each of the FIVE Midwest Unit papers is tailored to a specific Midwest farm locality. News and editorials are pointed right to the farmer's pocketbook. The national farm picture as it affects his area . . . farm programs on state and district levels . . . news on livestock and crop competitions . . . state fair information and features on neighboring farmers, reach your farm prospect in his Midwest Unit paper. This right-to-the-farm approach is the Number One reason why all five Midwest Unit Farm Papers RANK FIRST in total reader preference, quality reader preference and dealer preference in the great farming Midwest. In fact, these papers are preferred by 50% more Midwest farmers than the second farm publication—as proved by a recent McCann-Erickson survey (available upon request).

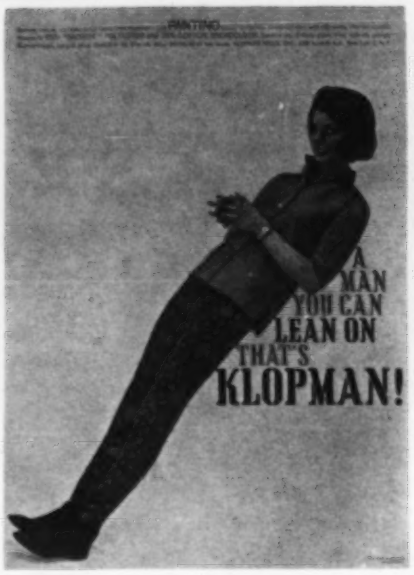
Yes, Midwest Unit papers offer LOCAL acceptance and action unmatched in the farm magazine field. With one order . . . one plate . . . one bill . . . and at a savings in rate, your message works in five FIRST CHOICE Midwest farm papers . . . the ones that really reach the farmers who make and spend the most.

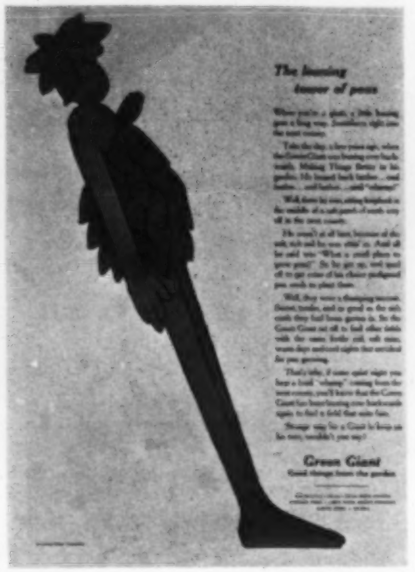
For information, write or phone your nearest Midwest Unit office *now!*

The UNIT STATES OF AMERICA
THE FARMER
Wallaces Farmer
Wisconsin Agriculturist
Nebraska Farmer
PRAIRIE FARMER
N DAK
MINN
S DAK
WIS
NEB
IOWA
ILL
IND

MIDWEST UNIT *Farm Papers*

SALES OFFICES AT:
35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, N.Y. • 110 Sutter Street, San Francisco 4 • 159 S. Vermont Avenue, Los Angeles 4.


A MAN YOU CAN LEAN ON THAT'S KLOPMAN!


The leaning tower of peas
Green Giant
Good things from the garden

partment store in California found its San Rafael branch sold more falsies than the main unit in San Francisco. Reason: Pilots from a nearby air force base were buying them to use inside their helmets, as ear protectors. Says Cos:

"Also, please think of the uses of a black size 40 'D' cup model as a yarmulka for Siamese twins."

We tried thinking of that, Cos, but somehow we can't get the picture of those falsies in our intrepid pilots' ears out of our mind. What'll the Russians think if they ever shoot one of those brave boys down?

Lean Year?

"A recent issue of the *New Yorker* carried these ads for Green Giant and Klopman," writes James A. Prior, of the Martin Co., Orlando, Fla.

"In spite of the prosperity, 1961 may yet go down in history as a 'lean year' if the copywriters keep this up." #

Communications in Industry . . .

Talking Advertising to Employes

By Robert Newcomb and Marg Sammons

Until a few months ago, the typical company advertising department and its agency were regarded as detached, off-limits activities by the rank-and-file of employes. In general, employes had—and still have—only the vaguest notion of what advertising is and what it contributes to the movement of the product out of the shop. From time to time we have been able to cite examples of good employe communication, wherein the advertising function was sympathetically described to the plant personnel.

This business of talking advertising to employes appears to have become popular. Employe periodicals which rarely had anything to say about company advertising are now beginning to earmark back page space for reproductions of ads; more and more companies are putting reprints or preprints on bulletin boards, with explanatory comment.

■ The employes of the L. & N. Railroad last month found an interesting and highly informative article in their magazine on the preparation of a company ad. "Much has to be done," the readers were told, "before you see the ad in the papers." President Ken Meeker of the Mullican Co. was pictured with his art director, creative director and media chief; the production manager was shown on the job, and credits to suppliers were scattered generously through the copy. When the railroader got through with the yarn, he knew a lot more about company advertising than he knew before.

Pleased with the Nielsen rating of its "Weather Word," the management of San Diego Gas & Electric Co. decided to go a step further, polled roughly 3,000 company employes on the tv program and had a total return of 1,172. The company learned the measure of the program's popularity with employes, and profited from some of the employe comment. The breakdown on responses was published so that all employes could see the total vote. F. M. "Frosty" Raymond, the company advertising and public relations manager, superintended the employe poll.

■ General Foods, as most AA readers are aware, has been building up an emphasis on "General Foods Kitchens" as a so-called "family name." The campaign involves the use of a new GF seal underscoring the family name; the stress on the use of the seal tells anyone (including employes) that GF family advertising is an extension of the strategy formulated three years ago to help build a corporate identity for all GF products. Vice president of advertising, Ed Ebel, in an explanatory preview article in the employe magazine, described the purpose thusly: "To present a family name to add the benefit of the corporate reputation to individual brands—a family name that can help quickly establish the parenthood of new products." GF employes had the whole advertising story, well in advance of the public, and noted that—in an August 7 editorial in AA—the company's advertising philosophy was warmly praised.

■ Wisconsin Public Service Co., in Green Bay, is currently running a series in its employe magazine, "Selling is Everybody's Business." The present installment asks, "Why advertise?" and then proceeds to give an orderly, factual answer. The company's advertising officials are pictured, and specimens of various forms of advertising are shown. Another utility—New England Electric Co. in Boston—currently presents a preview of the company's accelerated advertising program; newspapers, radio, stuffers, etc. The back covers of the employe paper have already been earmarked for a series of ads featuring all-electric homes of company employes. #

On the Merchandising Front . . .

The Marketing World's Stake in Telephone Shopping

By E. B. Weiss

For at least a decade, I have been contending that, despite the ease with which the auto brings shoppers to magnificent shopping areas, telephone shopping is destined for a vast growth. That prediction was brought much closer to reality about three years ago when American Telephone & Telegraph Co. decided to encourage telephone shopping through improved telephone order boards for stores, through better training of telephone salespeople, through advertising urging shoppers to buy via the telephone (plus other aids such as toll-free arrangements, etc.).

E. B. Weiss

I have long been convinced that telephone shopping will be of rapidly growing importance to manufacturers not only because modern telephone facilities offer such an excellent method of shopping for many millions—but also because the future of communications unquestionably involves the eventual use of a combination of the home tv color receiver and the telephone as a common method of shopping. Thus, what is happening in telephone shopping today is merely the prelude to a vastly broadened program of telephone shopping that will come about when the telephone is hooked up with the home color tv set. (At that time, many manufacturers will be finding that this has become one of their important retail outlets!)

■ For this reason, I was thoroughly fascinated when I read in a recent issue of "East Wind," a Sears, Roebuck internal publication, a report on the current Sears telephone program. It occurs to me that marketing executives who are looking at telephone shopping, both as a short-term and as a long-term marketing development, might find this account of the Sears telephone endeavor equally interesting.

Here, then, in somewhat abbreviated form, is an outline of the Sears telephone shopping program, as explained in "East Wind."

* * *

Henry Ralph Jones is 5 feet, 11 inches tall. He lives in a brick house on the outskirts of Philadelphia. He wears a size 16-3 shirt. He has a wife, Betty, and two sons, Henry Jr., age 10, and Bud, age 6. He brushes his teeth with Colgate toothpaste. He wears a size 7½ hat.

If you ask, "Who cares?" we can name two persons. One is Betty Jones, spouse of Henry. The other is Operator 13, Sears, Roebuck & Co., who has never met nor talked with Henry.

It is possible, however, that Operator 13 knows more intimate details about Henry Jones than anyone outside his immediate family.

She knows all these facts and figures because she has taken them down on her file index. This file of cards listing sizes, dates, names, color preferences and other bits of assorted information makes up the heart of an unusual and potent method of selling by telephone in which Operator 13 is a specialist.

■ During the past three years, telephone selling has reached a new maturity at Sears. The telephone operators who work the positions at telephone sales offices in metropolitan Philadelphia and New York City have changed. No longer are they content to be mere order takers. Today they are efficient and hard-hitting saleswomen as well.

Above all, they can sell by telephone.

Perhaps this should be changed to "Sell by telephone—Sears style." There is a difference between the way a Sears telephone operator sells and the solicitations for magazines or storm windows which you may have received from time to time. The chief difference is this: Sears operators make few "cold" solicitations, that is, they don't call names from lists or from telephone books. They call only when they have been invited to do so, and they call only at those hours when the customer says it is convenient. Or else they call only to be sure that the customer has received the new Sears catalog she has requested.

■ When a customer calls Sears, in the normal course of placing an order, the operator says something such as "Mrs. Brown, from time to time we have sales and specials on certain items. Would you like me to call you when we have these?"

If the customer says yes, and only if the customer says yes, the operator then asks, "What hours would be most convenient for you? Morning or afternoon?" The customer replies something like, "Oh, I think sometime between 10 and 11. I'm usually home then and not too busy."

The time the customer specifies is written down on that customer's file card, along with any other information which the operator has picked up during the course of the call. The operator calls only those customers who have asked to be called, and she calls only at those times convenient to the customer.

Sears' record of telephone sales is a unique one in the retail-mail order industry. Telephone shopping is nothing new. Sears' way of handling it, however, is something special. It is one thing to sit by a phone and hope you will be called. It is another to put out ads and catalogs to encourage calls. It is still another to take the initiative and place the calls yourself. This is the Sears' method.

■ The heart of the solicitation system for Sears' customers is our massive index system. Every customer who buys from the Sears catalog in any amount is indexed with name, address, amount of sale and so on. This massive file can be looked upon as a record of sales, or as a list of persons to send catalogs to. It can also be looked on as a solicitation prospect list.

Years of experience have shown that, if you pick any 100 cards from that index, 40 of them will be excellent customers. Each year, each catalog, these faithful 40 can be counted on to buy in good amounts. The next ten are at least fair customers. From that point on, however, sales begin to lose their automatic quality.

Traditional telephone solicitation has been directed to the easy ones, to the faithful 40. But now, in order to build up telephone sales, it was decided that the time had come to take a calculated risk. In Philadelphia, and in New York City, solicitation was to be stepped up to include the next 20 persons above that level of 40. Money was to be spent, catalogs were to be distributed, the advertising cost ratio was to be raised higher than ever before.

Why was this a calculated risk? Simply because the men of mail order were in relatively unknown territory. This was particularly true in metropolitan New York. Throughout the nation, Sears puts a catalog in one of every five homes. In Greensboro there is a catalog in almost every home. In Memphis the figure is one to two. In Chicago it is almost one

The 50,000 readers of Industrial Research constitute virtually the entire technical management population of U.S. industry and government.* Command decisions on new technical products, research equipment, and your company's technical capabilities are not made by bench scientists, but by their technical bosses. You can 'buy the minds' of managers of technology in the only horizontal magazine that talks the practical, profitable applications of research...and you can do it monthly at $995 a page.

**Current studies based upon National Science Foundation statistics show there are no more than 75,000 technical management men in both U.S. industry and government.*

■ Use Industrial Research to sell: advanced technical products and materials; research equipment; research and engineering capabilities; plant and laboratory location; and senior technical recruitment. Write for proof of regular readership and market data sheets detailing the specific aspects of selling horizontally to management men in electronics, aerospace, chemicals, metals, and allied industries.

INDUSTRIAL RESEARCH BEVERLY SHORES, IND.

THE TECHNICAL MAGAZINE FOR MANAGEMENT

to five. But in the metropolitan area of New York, catalog distribution had never been strong. Here the figure stood at one catalog to 32 homes. In metropolitan Philadelphia the figure stood at 1 to 10.

■ It was these two big markets, with a total population around 20,000,000, that the telephone sales offices would be turned loose upon. It would be the non-preferred customers that would be the target.

But, before the program could move into gear, the Sears men viewed and analyzed the things they had going for them. First was service of supply. To do the most successful job, they decided, they would have to be *the* competition on delivery. They checked the area, and they could find no other department store which could give 24-hour service on a regular basis. By this time, the operating superintendent and merchandising departments had almost reached their objective of providing delivery within 24 hours on most catalog items from the big Philadelphia plant.

With this big competitive edge, the mail order men decided they could begin a concentrated program of putting more and more catalogs into the hands of customers in these big metropolitan areas. When the program began, remember, the New York ratio was one book in 32 homes in the metropolitan area. As this is written, the ratio has reached one book to every sixteen homes, and the program to develop an even better ratio is continuing.

■ A word about the catalog. It, along with the index system, marks the difference between what Sears can do with its telephone selling program and what our competitors can do. Faith in our catalog makes our selling program over the telephone possible.

Recently the Bell Telephone System published a little booklet on telephone selling. In it they report the results of a survey held in Baltimore. "Would you worry about ordering these items by telephone?" the interviewees were asked. Then 35 items were listed and rated.

Customers felt they would buy many items with complete confidence. Examples were bed linens, nylon hosiery, toys and games. Some rated medium confidence. These included mens' sport shirts, table linens, women's sweaters, bras and curtains.

Items scored for low confidence were girdles, women's coats, dining room silverware and drapes. These items, the interviewers felt, in analyzing the responses, demanded that women feel, see and touch them before they bought. The ladies wanted to be sure the clothing would fit. They wanted private fitting rooms for girdles.

■ But here Sears stands head and shoulders above other stores. Our customers have been buying these items, sight unseen, for years. They buy because they see them pictured in the catalog, because they believe the printed descriptions, because they believe in our slogan "Satisfaction guaranteed or your money back." In other words, people will buy from our catalog even though they may not from other stores which depend on newspaper ads or on word-of-mouth description.

That was why it was essential to get our catalogs in the hands of customers in these two metropolitan areas. That was why the telephone sales office program could not go all out until the catalogs-to-homes ratio dropped to a reasonable figure.

But even with this done, we were not satisfied. The heart of the new program would be intensified work on solicitations. The regular faithful forty, the preferred customers, would still be solicited. But new and vigorous efforts would be made to land orders from the next twenty, the better non-preferred customers. New catalogs would be sent out, of course, but even this was not enough.

■ Since the beginning of this program, the number of telephone sales offices in the two big Eastern metropolitan areas has almost doubled, and the program is far from complete. As new telephone sales offices have opened, customers in the communities ringing New York City have increased their purchases. One community, served originally by a telephone office in a nearby town, increased its volume of orders by tenfold when a new telephone office opened in the home town. As more offices open, more catalog customers seem to be created, almost overnight. Women unwilling to dress up and drive to the store with two howling kids in the back seat are responding to the pleasant voice over the phone which treats Mrs. Customer as an individual, as a personal friend, no matter how much or how little she buys.

The whole program is paying off. Philadelphia is moving up fast. Just a few years ago the telephone units here were doing only 40% as much business as the big unit in Chicago (where the catalog ratio is one to five). This year, Philadelphia will do about 75% as much as Chicago. Within another five years, it seems likely that Philadelphia will be well in first place. #

What They Were Saying 25 Years Ago . . .

E. Lester Muller, director, Baltimore Advertising Club, in a statement suggesting that a 1936 citizens award go to Mrs. Wallis Simpson, King Edward's sweetheart and a former Baltimorean (AA, Dec. 14, 1936):

"The club is always interested in advertising Baltimore, and Mrs. Simpson has put the city on the map."

Howard Ketcham, color engineer, speaking on the sales influences of color before the American Society of Refrigerating Engineers in New York (Dec. 14, 1936):

"Athletes of both sexes tend to favor red; intellectuals lean toward blue; egotists glory in yellow; the convivial favor orange and the lovelorn like crimson."

Headline in Advertising Age (Dec. 14, 1936):

"First Automatic Grocery Store Opens in Memphis Dec. 19." #

Tips for the Production Man . . .

Die Cutting: The Other Side of the Hole

By Kenneth B. Butler

If you've ever planned a promotion piece, booklet, or magazine insert involving a die cut, you are no doubt painfully aware that there are two sides to the story . . . and that the reverse side is apt to turn into one big headache.

Of course, you can take the easy way out, and leave the reverse side blank. But this, unfortunately, often represents a waste of space for which you've paid dearly.

In view of all this, you really have to admire (1) the guts and (2) the creative know-how exhibited by the men who turned out that nifty-difty promotion piece for the new show business publication, *Show*.

For here not only the cover was die-cut . . . the whole piece was punched through, resembling nothing so much as a rectangular 20-page doughnut.

■ Here the art director had to contend not with a mere back-up problem but with 20 different layouts, each carrying a hole-y terror some 10½ picas in diameter.

It must be conceded that on a few of the pages the issue was avoided . . . which, in a way, is regrettable, because the art director came up with such ingenious solutions on the others.

The circular hole first appeared on the cover, where it formed the letter "O" in the publication title. The back-up of the cover featured a negative picture of a spotlight, positioned so that the hole formed the lens.

■ On succeeding pages, the hole became:

1. The dot at the base of a giant exclamation point.
2. One of the gelatin spots in a rotary color wheel.
3. The pupil of a human eye.
4. The lens of an opera glass.
5. A design gimmick and focal point in two or three all-type layouts.
6. The lens in another spotlight.

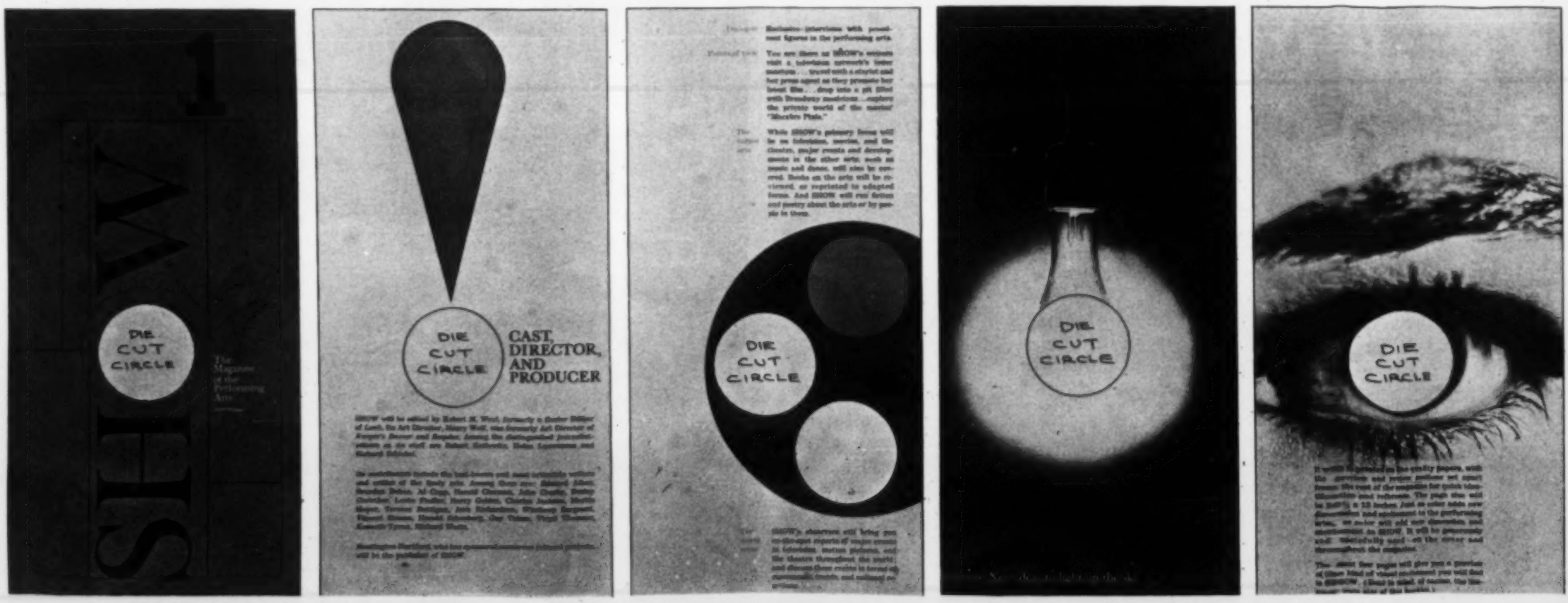
Not only did the hole become a design motif throughout but it also called attention to the reply card which was inserted loose in the center of the booklet.

* * *

It seems to me that there are a couple of important lessons to be learned from this hole-y successful piece.

The most important, of course, is to choose a die shape . . . such as a circle, a triangle, or a square . . . which can be used in a variety of contexts. Dies of letter shapes are dangerous, because only a few letters, such as A, M, I, U, and O, appear the same in reverse as in positive.

The second is that the art director must be capable of seeing these shapes through the camouflage of superfluous detail which surround them in the depicted objects. For example, how many triangular objects can you see from where you now sit? #



SHOWY—*Five pages from a promotion piece for Show illustrate creative ingenuity in dealing with several surfaces cut through by the same die.*

FARM JOURNAL
Farm Journal's Own AUTOMOBILE SHOW
FARM JOURNAL
Farm Journal's Own AUTOMOBILE SHOW
FARM JOURNAL
Farm Journal's Own AUTOMOBILE SHOW

For Sales That Bloom In The Spring

(Tra-La)

Now is the time
to plant the ideas
which grow into sales
all over the countryside
where the outlook is sunniest.

To reap a rich harvest
use the pages of FARM JOURNAL,
the best seller in the country,
bought and avidly read by
three million big buying families.

Do You Have These Vital Traits? . . .

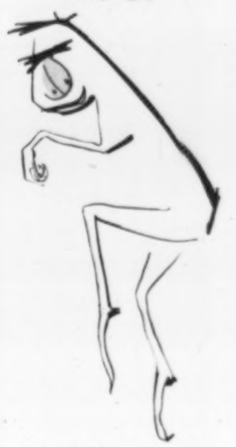
Eleven Things You Must Be to Qualify as an Account Executive

When the Biddle Co., Bloomington, Ill., solicits a new account, the sales presentation often combines levity with hard sell. The approach has worked so well that it now is being used to put across a point here and there at monthly staff breakfast meetings, where Biddle personnel discuss their problems and ways to serve accounts better.

Presiding at one of the meetings, Melvin Randoll, vp and senior account supervisor, spoke briefly about "Responsibility, Authority and Accountability of Account Executives" and he used the cartoons shown here to illustrate his talk.

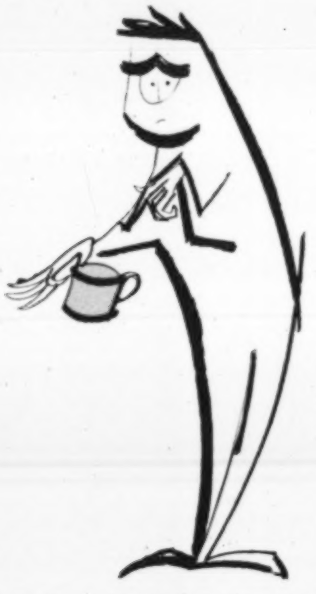
■ The cartoons dramatize a sort of Boy Scout Law of things the account executive must be to work effectively and to succeed. Under each cartoon is Mr. Randoll's analysis. The cartoons were drawn by artist Gary Steiner.

thief



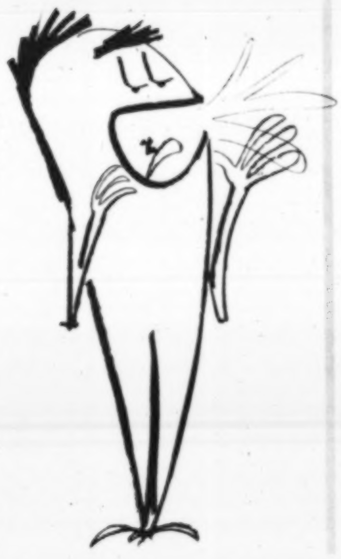
1—The account executive should watch for opportunities to steal internal ideas and adapt them for his own clients—BUT he must use creative thievery—the kind that won't hurt other clients.

chronic borrower



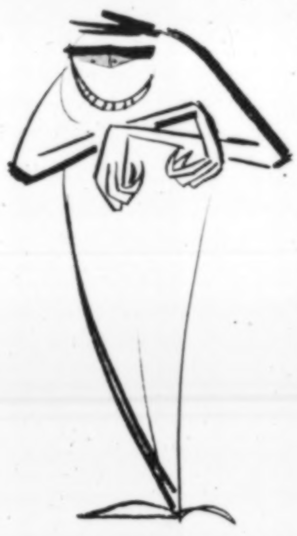
2—The account executive should look around and borrow good points from others in the agency—enthusiasm, tenacity, casual but smart sales awareness, thoroughness, sincerity and blunt honesty.

braggart



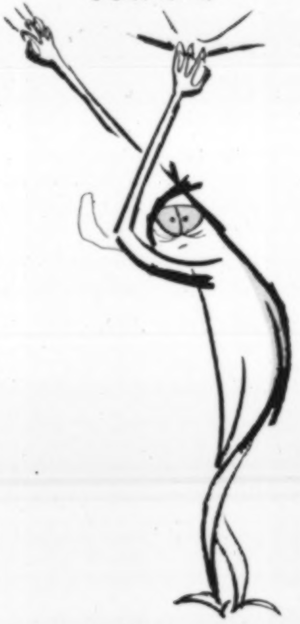
3—He ought to brag honestly to clients about the people he works with—the copy experts, artists, media personnel, supervisors, senior officers—and ought to sell them to clients whenever he can.

conniver



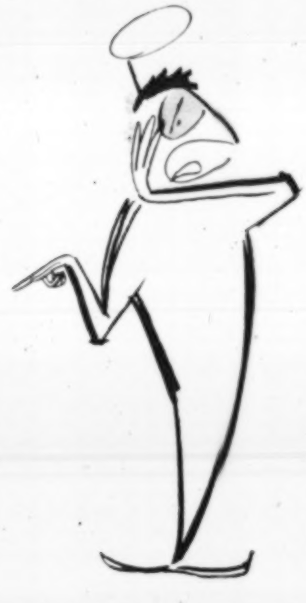
4—He should connive any time he can to increase the clients' sales and profits.

coward



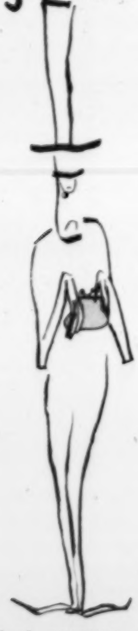
5—Any time the account executive gets in over his head, he should call for help from the other members of the agency team.

tattle tale



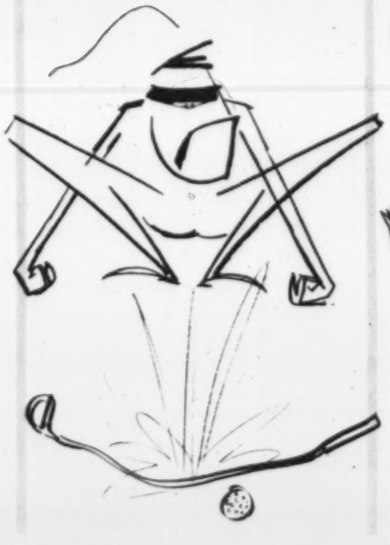
6—The ideal account executive is responsible for telling everything he knows about clients and their problems to everyone in sight—senior officers, supervisors, copywriters, etc.

tightwad



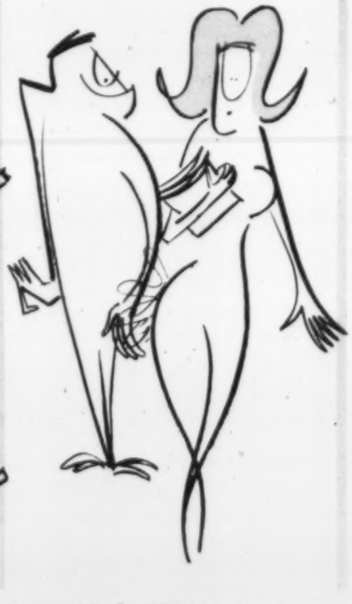
7—The ideal account executive spends his client's money as if it were his own and the agency's money, too.

hard loser



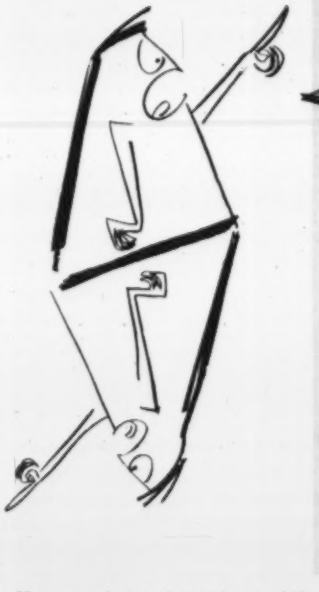
8—He takes defeat heavily, especially when he knows a program promotion or ad is right for a client.

masher



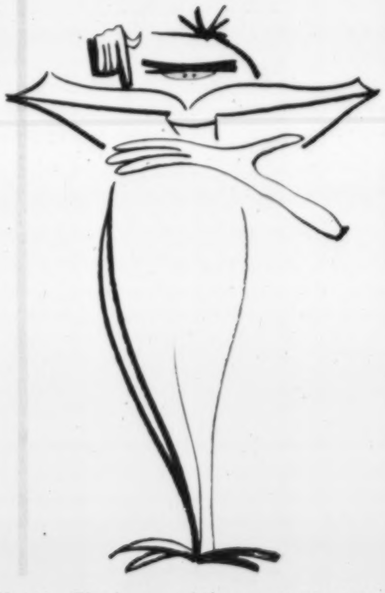
9—The ideal account executive, at every opportunity, grabs a handful of knowledge out in the field at the trade level. (Too many of us pass up good chances to get facts, ideas first hand.)

double talker

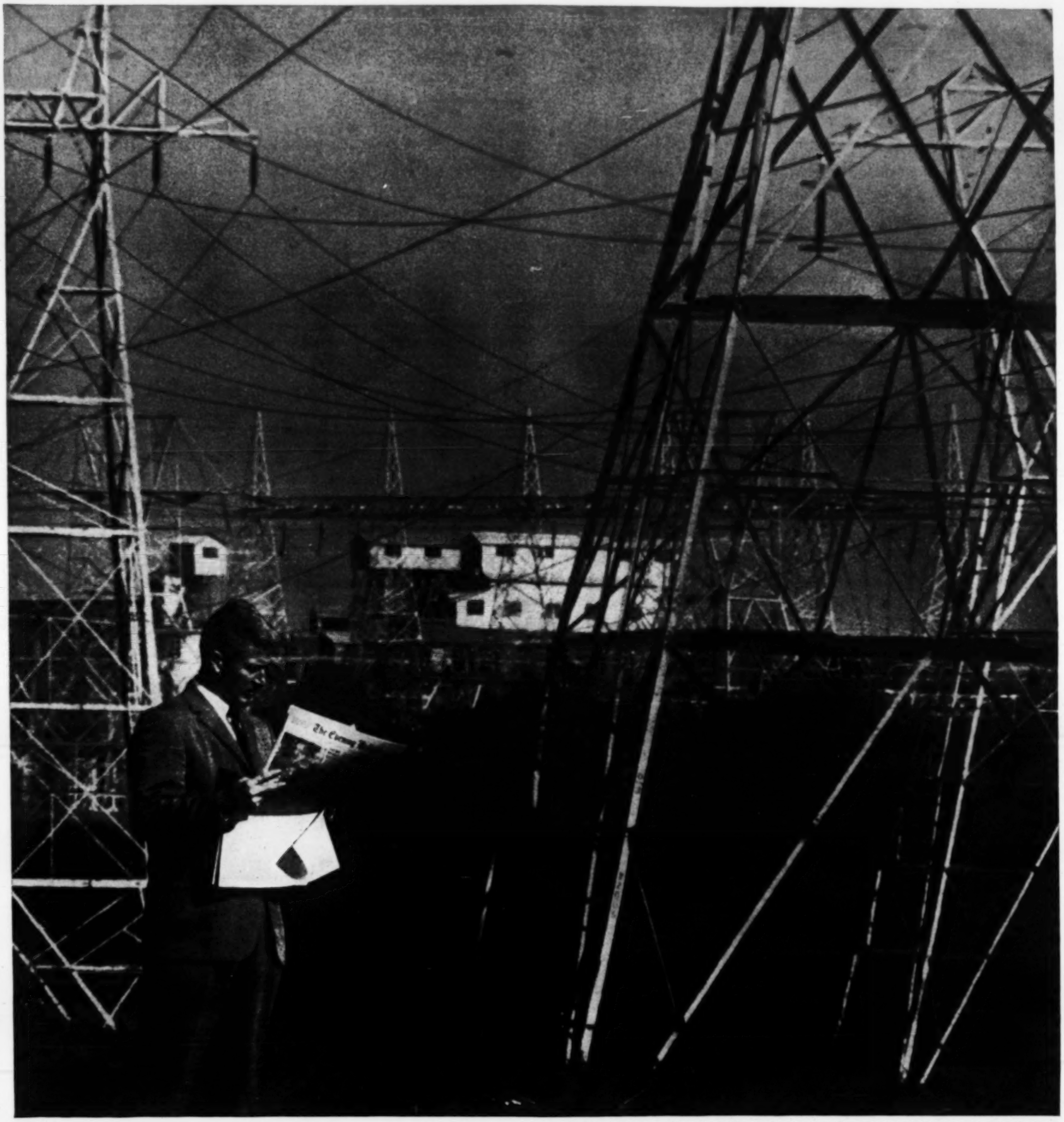


10—He must have the unique ability to talk out of both sides of his mouth to the client and to the agency—as middle man, he must be able to battle for client or agency, since he represents both.

know-it-all



11—The image of the account executive calls for him to be an expert in depth, not on just one subject, but in no less than six client areas: His business, products, marketing, distribution, competitors, industry.



Industrial vista near Norristown, Montgomery County, Pennsylvania. Montgomery County abounds with business, commerce, men at work. Philadelphia's famed Main Line runs through Montgomery County. The Evening Bulletin is No. 1 in this throbbing area, No. 1 in the entire 14-county market.

How big is this Philadelphia where nearly everybody reads The Bulletin?

Fourteen counties big, spread-eagled across three different states.

Thus, a really descriptive name is Greater Philadelphia—the same 5,909 square miles ABC calls the city and retail trading zones.

"Trading zones" couldn't be more apt. 1,548,229 households pour over seven billion dollars a year into Greater Philadelphia's shops and stores.

The leading daily newspaper, The Evening Bulletin, is busy as ever shaping the buying habits of these moneyed people. (720,794* total circulation.)

Last year, and for twenty-two years before that, The Evening Bulletin carried more lines of advertising than any other Philadelphia daily newspaper.

From Greater Philadelphia's distant suburban fringes to the center of the city, ABC has documented the daily circulation picture, as follows:

In fourteen-county Greater Philadelphia, The Evening Bulletin is first. Circulation: 704,797*.

In Metropolitan Philadelphia—Philadelphia County and seven close-in counties—The Evening Bulletin is first. Circulation: 649,460†.

In the city zone, The Evening Bulletin is first. Circulation: 445,521*.

In this robust, fluid Greater Philadelphia, where last week's road map is already outdated, there is one island of certainty:

Today, as for fifty-seven years—

In Philadelphia nearly everybody reads The Bulletin.

*ABC 6-mo., ending 3/31/61 †ABC 12-mo., ending 9/30/60

Member Million Market Newspapers, Inc./Member Metropolitan Sunday Newspapers, Inc.

IT TAKES JUST

JOUR
Releas
County
State Ca
Prime

to reach

9 OUT OF 10

newspaper readers in

MILLION MARKET MILWAUKEE

Only in Milwaukee can you reach 9 out of 10 newspaper readers in a rich, million-plus metropolitan area *with just one newspaper*. No combinations, no supplementary media needed. And The Journal's milline rates are among the lowest in the country. When picking big newspaper markets, remember *the best buy in economical coverage . . .*

THE MILWAUKEE JOURNAL

375,950 daily — 515,225 Sunday

Member of
Million Market Newspapers, Inc.
New York • Chicago • Detroit
Los Angeles • San Francisco

Tipton Vrba Cash Read Henderson

NEW DIRECTORS—*A. Louis Read, exec vp, WDSU Broadcasting Corp., New Orleans, new chairman of the Television Bureau of Advertising board of directors, and Norman E. Cash, TvB president, welcome new directors of the TvB at the bureau's annual meeting in Detroit: Jack Tipton, KLZ-TV, Denver; John Vrba, KTTV, Los Angeles; and George Henderson, WSOC-TV, Charlotte, N. C.*

Flora & Fauna Ads Boosted Canadian Tourism, Field Says

NEW YORK, Nov. 28—If you want to get maximum pull out of a travel ad, insert some flora and fauna.

That's the advice of Alan Field, director of the Canadian Government Travel Bureau, who told the annual meeting of the Travel Research Assn. last week that ads built around Mother Nature are his country's "most powerful selling tools."

Mr. Field said one scenic insertion in a national publication drew a "whopping" 27,000 replies and another, in a supplement, pulled 41,000 coupons. He said, "Our national parks branch cried 'Uncle' at this, and asked us to stop swamping the parks until they could accommodate the tremendous increase in patronage caused by such advertising."

(The parks' lure in the U.S. has zoomed about the same way. Most U.S. travel men agree that the economical "camp-out" theme has been the biggest influence on vacationing U.S. families in recent years.)

▪ Commenting on audiences and media, Mr. Field said that although honeymoon couples are "good spenders" and responses from copy placed in brides' magazines were "very good for the dollars spent," the conversion of inquirers into travelers was "much lower than nearly ever other medium." He said, "Only the farm journals seem to give us a poorer return."

He added that the percentage of people reading in various levels ("I mean intellectual levels") was "almost in proportion to their circulation figures; this gave us further proof that our mail sampling of American visitors was hitting all levels of society and in much the same ratio as a planned and costly face-to-face random sampling of what people would do."

▪ At the travel group's meeting, Somerset R. Waters, of Child & Waters, a management consultant, was elected president. William S. Blair, of Harper-Atlantic Sales, was elected vp; Penelope Comper, of British Overseas Airways, was elected secretary-treasurer; and Guy R. Mitchell, of Pan-American World Airways, and Alex H. Mossman, of Wendell P. Colton Co., were named directors.

Travel Research Assn. is a nonprofit organization made up of 89 industry and government groups. Sales by industry members were estimated to be $8 billion in 1961.

Commercial Banks Foundation Schedules Insert in 'SEP'

The Foundation for Commercial Banks, Philadelphia, has scheduled a 12-page, four-color insert in the March 17 issue of *The Saturday Evening Post*. The booklet, "How to Make the Most of Your Money," will run with a backup page ad and will tell readers how to make their money work harder for them by using a full-service, commercial bank. Booklets will be used as statement enclosures, direct mail pieces to customers, pick-up items in bank lobbies and for distribution to industrial plants, schools and clubs. The foundation will make copies of the booklet available to banks well in advance of the March publication. J. Walter Thompson Co., New York, is the agency.

More Store Types Sell Radio, TV Sets

More stores are handling radios, tv and appliances, and the number of stores specializing in these items has declined 10% in three years, Audits and Surveys Co. reported last week. The research organization noted a 6% rise—from 111,450 to 118,390—in continental U.S. retail establishments selling these products in those three years.

At the same time the number of specialty stores has decreased from 33,540 to 30,320. They now account for only 26% of the total number of stores handling these items, compared to 30% in 1958. Sectional gains and losses in numbers of stores of all types handling radios, tv and appliances are as follows: South, 12% up; North Central, 4% down; Northeast, 15% up; and West, no change in the 14% share.

DDB Publishes Weiss Study

Doyle Dane Bernbach Inc., New York, has published "The Decline of the Store Buyer," by E. B. Weiss, vp and director of special merchandising service for the agency and ADVERTISING AGE columnist. Copies are available on request from any DDB office.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. AA-1220, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

102,368
Average Net Paid
for first six months of 1961

This figure tops all interdenominational magazines in the conservative Protestant church field!

. . . and
MOODY MONTHLY
can help you
"GET THROUGH"
to this large, growing
CHURCH and HOME MARKET

Your chances of "getting through" to potential buyers are always good. Here's a "salesman" that's never intruding, because MOODY MONTHLY is wanted, it fills a spiritual need. M/M's "at home" with its audience—a knowledge growing out of 61 years of serving a specific group—conservative Protestants.

Whether you're selling church boards, committees, or individual consumers, you can be sure you're reaching the right audience—and "getting through"—when your advertising story is appearing regularly in the "invited salesman"—MOODY MONTHLY. It has earned an influence and loyalty that few magazines can match.

A FEW FACTS ABOUT M/M's MEANINGFUL TYPE OF AUDIENCE

- 75.3% of M/M's subscribers hold positions of influence in more than 60,000 conservative Protestant churches.
- M/M's 100,000 homes (with more than 280,000 readers) provide another important market.
- 64.2% own or are buying homes.
- 28.7% have family incomes of $7,000 or over annually.

For complete folder of Media Fact Sheets on reader survey, call or write today—

Lawrence Zeltner, advertising manager
MOODY MONTHLY
The influential magazine in the conservative Protestant field
820 N. LaSalle Street • Chicago 10, Illinois

U.S.News
& World Report

The "bull's-eye" market today

More voluntary circulation

More natural growth, more reader demand

Percent of subscriptions

	ORDERED BY MAIL	SOLD AT BASIC PRICES	ORDERED WITH PREMIUM
"USN&WR"	86%	69%	None
Time	86%	23%	None
Newsweek	79%	38%	None
Business Week	66%	74%	21%

Source: Analysis of publishers' statements to the Audit Bureau of Circulations for the six month period ending June 30, 1961.

Get the facts. Weigh the research. Compare.
For full details, call our advertising office at
45 Rockefeller Plaza, New York 20, N. Y.
CIrcle 6-3366

U.S.NEWS & WORLD REPORT

"Useful News for Important People"

NOW MORE THAN 1,200,000 NET PAID CIRCULATION

WTFM, New York, Has 12 Sponsors for 24-Hour Stereocasts

NEW YORK, Nov. 28—WTFM, which refers to itself as the nation's first fm station to broadcast in stereo 24 hours a day, began broadcasting Nov. 25 with 12 sponsors signed to date.

Placing initial 26-week schedules of up to 40 spots per week were Admiral Corp., Allen B. DuMont Labs., Emerson Radio & Phonograph Corp., General Electric Co., Grundig-Majestic, Motorola, Philco Corp., Pilot Radio Corp., H. H. Scott Inc., Stromberg-Carlson Co., Westinghouse Electric Corp. and Zenith Radio Corp.

WTFM is part of a three-way sound center which includes, in addition to the station, recording studios and the Volare Sound Salon selling custom high fidelity and stereo music systems, color and b&w tv sets, furniture, paintings, sculpture and art objects. The broadcasting-merchandising operation is owned by Friendly Frost, which operates a chain of 29 appliance discount stores in the greater New York area and is engaged in the manufacturing and vending of coin-operated dry cleaning and laundry machines and is in the construction business. Friendly Frost also owns WGLI and WQMF-FM, Babylon, N.Y.

▪ Gerald O. Kaye, board chairman of Friendly Frost, said the Friendly Frost name would not be mentioned over WTFM because the company does not wish to compete with other sound equipment retailers.

WTFM will offer a continental programing fare, including European-flavored features and music, to be presented by announcers with overseas broadcasting and entertainment experience. The station's library includes 50,000 stereo musical selections and taped broadcasts from many European countries. Agreements have been made by WTFM with foreign broadcasters for an exchange of tapes, Mr. Kaye said.

Commercials, too, will be broadcast in stereophonic sound. One Philco spot asks, "Listening with one ear? If you're not receiving us on fm stereo, it's the same as listening with one ear." The Philco commercial promotes its "background listening" feature, which is said to provide "full fidelity even when the volume is lowered."

Philco will run newspaper ads to call attention to WTFM's around-the-clock stereo programing. The company also will distribute streamers and emblems to its dealers to promote demonstrations of the stereo programing on Philco radios.

▪ Motorola commercials will promote the three separate push-pull amplifiers and the three separate speaker systems of its stereo hi-fi systems.

WTFM's initial advertising broke in the *New York Times* Nov. 21 and was followed by other ads in the Nov. 24 issues of the *Times*, *New York Daily News*, *New York Herald-Tribune*, *Wall Street Journal* and *Cue*. The station will back its print ads with special promotional kits to stereo dealers.

The WTFM sound center plans to offer adult education classes in music and art appreciation and languages, Mr. Kaye said. He added that its facilities will be available to philanthropic groups for meetings and other activities. Visitors to the Volare Sound Salon will be able to watch the station crew in operation through picture windows.

Friendly Frost plans to add similar fm broadcasting-merchandising centers in other urban areas throughout the country. #

Old Milwaukee Enters Chicago

Jos. Schlitz Brewing Co. has expanded distribution of Old Milwaukee, its popular-price beer, into Chicago on a test basis. No advertising for the brand has been run in Chicago, and none is planned at this time. Post & Morr is the agency.

Ash-Craft Names Kemper

Ash-Craft Co., Cadillac, Mich., maker of Cadillac aluminum boats and Wolverine Fiberglas cabin cruisers, has named Don Kemper Co., New York, to handle its account. The company said it will spend more than $75,000 for advertising in the first half of 1962.

Peskin Adds Edrick

Lawrence Peskin Inc., New York, has changed its name to Lawrence Peskin & Edrick. New partner is Eliot Edrick, who formerly owned his own agency. LP&E reports billings of some $500,000 and the acquisition of Alloys Unlimited, a former Edrick account.

A Technique for Producing **IDEAS**

A Technique for Producing Ideas
James Webb Young

Where do the moneymaking ideas come from—those ideas which make successful novels, radio and television programs, moving pictures, sales campaigns, and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid. *Illinois residents please add 4% (.08c) State Sales Tax.*

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

Attn: Book Department

"WHAT COMPANY?"

If you market in Canada, do prospects know your company? If yours is a well-known U.S. brandname, they may have heard of it. But do they know you're *in business* in Canada? Unless they know for sure, most Canadian buyers tend to assume that U.S. products aren't available in Canada, or will be hard to get, clumsy in service.

You must make sure Canadian business prospects know you're in business in Canada. One sure way to do this: extend your businesspaper advertising into the right *Canadian* business publications.

If you don't know Canadian business publications, you'll get a surprise. Canada is among the few countries in the world which has a modern, highly developed, sophisticated business press on a scale comparable to the U.S. (Canadian publications win awards in *Industrial Marketing's* annual contest; a major piece of industrial marketing research sponsored by Canadian business publishers won a top *Media/scope* award).

Be selective. The 136 business, professional and technical publication members of the Business Newspapers Association of Canada all have circulation audits, marketing data and editorial programs which deserve first place in your Canadian media planning. The BNA office, 100 University Avenue, Toronto 1, Canada, can tell you more.

Look for this Maple Leaf in SRDS Listings—
THE *BEST* CANADIAN BUSINESS
PUBLICATIONS BEAR THIS EMBLEM

BNA

CANADIAN
BUSINESS PUBLICATIONS

BRING BUSINESS NEWS TO BUSINESSMEN AND GET RESULTS FOR ADVERTISERS

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

British Experience with Publicly Owned Agencies Proves Laird Statements Are Poppycock: Brunning

To the Editor: I read, with interest, in your issue of Nov. 6 the article on the subject of the public ownership of advertising agencies and the warnings issued by Kenneth Laird regarding the dangers of such a procedure. Kenneth Laird's statements regarding the effects of such a move are complete poppycock. His statements are opinions based on theory and not on fact, whereas the points I am about to put forward are based on practical experience.

The problems of the financial structure of advertising agencies have been in the minds of agency proprietors in all countries, but this year for the first time in England, the agencies which I control were grouped together and obtained a quotation on the London Stock Exchange and this is the first time in England, and I believe in the world, where a purely advertising organization sold its stock to the general public.

The reasons for making this move are two-fold:

Firstly, for the provision of a marketable share to meet death duties and other contingencies—but this was a minor reason.

The principal reason was to provide the financial mechanics for expansion. No agency, be it privately controled or publicly controled, can survive if it fails in its service to its clients. Mr. Laird is quite right when he says it is a personal business and that it must employ the best possible talent, but the offering of the stock to the public does not constitute substituting capital for talent. It is simply a device for strengthening the financial structures of agencies so that they have the means to finance their expansion and employ the right talent.

An agency is no different than any other business which has offered its stocks to the public and there are very few examples indeed of corporations where stock is held by the general public where the talent that runs the business fades out. On the contrary, the demands of the stockholders see to it that the business concerned is efficiently operated.

We have now had some practical experience of operating advertising agencies with public stockholders and in the short period of our experience we categorically are prepared to say that we have derived very considerable benefit. In the past few months we have been able to make an expansion that we could not possibly have done had we been a private company, due to financial limitations.

It may be of interest to American agencies to know that in the formula that was devised, when we became a public company, that the authorities who recognize advertising agencies in the U.K. place certain restrictions on the control of the agencies by the parent financial company so that the management of the agencies would always remain in advertising men's hands and if any American agency is interested in having more details of this formula, the writer will be very pleased to give it them next time he is in New York.

Carl Brunning,
Chairman, Brunning Group,
London.

St. Anthony MESSENGER
Must deliver monthly
AND DOES!
FEB. ISSUE CLOSES DEC. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4, Ill.
Telephone HArrison 7-7176
National Catholic Family Magazine

• • •

'Iron Age' Didn't Sponsor Bolger Study

To the Editor: We wish to call your attention to an inaccurate statement involving *The Iron Age* which appeared in the article entitled "Bolger Issues New Profile Study of 9 Business Papers" (Nov. 20). We specifically refer to the last sentence of the second paragraph of the article which states, "it included three of the nine with two—*Iron Age* and *Steel*—as sponsors."

The Iron Age was not a sponsor of nor did it take any part in the conduct of this study . . .

Quoting from Page 7 of the actual report: "The study was open to all 30 publications with the understanding that after a certain closing date those who wished to participate could sponsor the entry of non-participants. Sponsors could then either release or not release their own results and the results of any non-sponsor whose study they had underwritten." *The Iron Age* declined the offer to participate because of the research methods to be used and the unusual rules by which a publication could become involved in the project either voluntarily or involuntarily. Subsequent to this refusal *The Iron Age* participation in the study was sponsored by *Steel* . . .

J. H. Kofron,
Chilton Research, Philadelphia.

AA erred in stating that Iron Age was one of the sponsors of the study; its participation was indeed sponsored by Steel.

• • •

The Day All Things Went Awry

To the Editor: The caption story, "No Fish Story," which appeared in the Getting Personal column, AA, Nov. 20, touched my scaly heart. The last time I caught a trout in Canada its tail was square. Have they changed the model design north of the border? Either that or trout are magically turning into smallmouth black bass when they have their pictures printed in ADVERTISING AGE.

C'mon fella, you don't really believe there's anything like a "batch of trout," now do you? A mess, yes—but never a batch.

Mel Moss,
Parker Advertising, Saginaw, Mich.

Readers George Disboraugh, Bill Laurent and T. E. Nixon also wrote in to point out AA's goof in the GP caption. We further compounded the error by transposing the identifications of the proud fishermen. Harold E. Christiansen should have been identified as being on the right and Roy Smith on the left.

• • •

Kudos for 'Orlando Tribune' Ads in 'Advertising Age'

To the Editor: I'm surprised no one has commented before: Some of the best written ads I have ever seen are running every week in ADVERTISING AGE. I'm talking about the *Orlando Tribune* ads. I am a former newspaper advertising manager and have been in the business for over 25 years. It is the hardest thing to write there is without using cut-up pies, dull figures, per cents and so on. These ads a la Leo Burnett are refreshingly different, carry no screaming illustrations, but the copy has sure sold me on the *Orlando Tribune* and I'm sure many other ADVERTISING AGE readers.

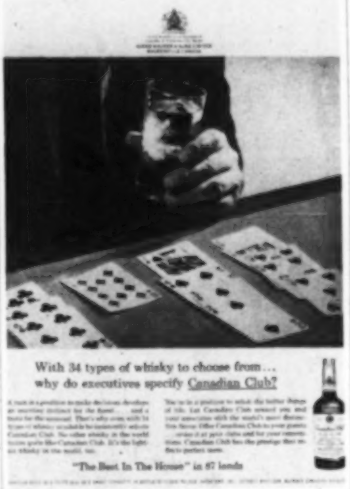
Oliver Johnson,
Ollie Johnson Advertising Agency, Kankakee, Ill.

• • •

The Dummy in the Ad

To the Editor: The attached advertisement proclaims that "A man in a position to make decisions develops an unerring instinct for the finest . . . and a taste for the unusual."

But the man in the illustration is in a position to make no decisions at all. He is the dummy in a bridge game. His partner is about to play the hand, and all our hero can do is watch and perhaps make sure his partner does not renege. The decisions from now on are his partner's . . . the fate of the contract is in his hands.


With 34 types of whisky to choose from . . .
why do executives specify Canadian Club?
"The Best In The House" in 87 lands

Or maybe the decision they refer to is whether to drink two or three highballs!

Bert Wilson,
Director of Public Relations, Slater Food Service Management, Philadelphia.

• • •

Australian Copy, Design Comparable to U.S. Standard

To the Editor: As a practitioner of advertising in this country [Australia], I feel that it is a great pity that your publication carried as editorial matter, what is apparently a puff-par issued by an Australian agency (Pelaco, Page 32, Sept. 4 issue).

The hep-talk bit is not in any way representative of the standard of advertising creativity in Australia. I think it would be safe to say that the average American advertising executive would be surprised with the very comparable standard of Australian design and copy.

Australian advertisers have been traditionally conservative in their approach to their advertising. However, this could be partially caused by the media production situation in this country.

The national magazine with the highest circulation (*Australian Women's Weekly*: circulating 800,000 in a total national population of only 10,000,000, equivalent to a circulation of 13,500,000 in the U.S.) is printed gravure on newsprint. Despite this lack of quality-paper publications, Australian advertisers have managed to create and produce advertisements of a very high caliber. . .

Michael Sturge Harty,
Sydney, Australia.

• • •

Women Do Dye Hair to Have Fun, She Insists

To the Editor: The question as to whether blondes *do* have more fun is evidently a very disturbing one to Paul R. Lee of Volkswagen. I gather this from your account of his address to the Marketing Executives Club of New York in your Oct. 30 issue.

"The basic theme of this campaign," he says about current Lady Clairol ads, "is the insinuation that life will be more fun for the ladies if they dye their hair blonde." Since Mr. Lee is also quoted as liking "simple, honest and functional" ads, let me ask him a simple, honest, forthright question: "Why else should they bother?" The hundreds and hundreds of happy letters in the Lady Clairol files suggest that Mr. Lee may know more about cars than he does about women. This could cause him a lot of trouble in his life.

"The veiled promises and insinuations are utterly fantastic," continues Mr. Lee, still beating that simple, honest, functional little Lady Clairol phrase. "If it ever catches on, the market on sex will jump 15 points . . ." Somebody should tell Mr. Lee that Lady Clairol has caught on. Sales have jumped 413% since the campaign began. Sorry, we don't have the figures on sex.

Incidentally, since Mr. Lee brought up the subject, isn't that a lot of sex to see in just the word "fun"? Especially when Clairol illustrates its idea of fun with fresh looking, wholesome outdoor scenes of picnics, ice skating, balloons in the park, archery? Can it be Mr. Lee has never heard of "good *clean* fun"?

As an admirer of early Volkswagen ads, I think it's commendable that Mr. Lee spends so much of his time "convincing people they should keep their cotton-picking hands off the advertising." However, recent ads seem to indicate that he may be giving this a little too much time lately.

Shirley Polykoff,
Vice-President, Copy Group Supervisor, Foote, Cone & Belding, New York.

• • •

FTC Confuses Product Use With Advertising, He Says

To the Editor: Your Oct. 16 issue just arrived by slow surfboard and I can't help but get a few remarks off my chest.

As nearly as I can make out, the FTC has worked itself into a tizzy because it believes that Colgate-Palmolive's Rapid Shave won't shave sandpaper as well as the tv commercial suggests.

Who uses Rapid Shave to shave sandpaper? Personally, I use it to shave a beard, and on a beard it works fine, just as advertised.

This whole ruckus leaves me with mixed emotions. On the one hand, the FTC is acting like a bunch of Keystone cops. Someone ought to create a half-hour situation comedy series for tv about their antics (and maybe that isn't a bad idea either!).

More serious is the way the FTC is wielding its authority with such utter irresponsibility. It has

The man from Cunningham & Walsh

On tour. Working at a travel counter, Account Executive Bill Rohde samples preferences for travel products. This on-the-spot experience helps sharpen copy appeals. It adds to our knowledge of market opportunities. So getting out where products are sold (and bought!) is a regular program with C&W people. Result: convincing advertising placed where it will sell the most for clients of Cunningham & Walsh. Offices in New York, Los Angeles, San Francisco, Dallas.

BOSTON STATION SCHEDULES 16 COLOR PROGRAMS A DAY!
Station WHDH-TV has lined up a full schedule of live shows, feature films, and cartoons for the Fall Color TV season. Coast-to-coast, Color is the trend. Are you with it? Get the full Color story from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel.: CO 5-5900

thoroughly confused technique of advertising with product. The question should be, will the product provide the service for which it is intended? Obviously, Rapid Shave wasn't created to shave sandpaper, but to shave beards, and on this basis, the whole fuss becomes a non-sequitur.

Even more important, by its actions the FTC is insulting the intelligence of every male American not confined to an institution for the feeble minded. Its charges against Rapid Shave are one of the most flagrant examples of the paternalistic "big brother" approach of big government that has come down the pike in years.

The American people can make up their minds whether the sandpaper commercial moves them to buy Rapid Shave or not. Those that do buy won't get gypped. They'll get their 79¢ worth. And that, to me, is the important point.

D. Woodrum,
Woodrum & Staff, Honolulu.

• • •

Tape of Chambliss Speech Available from L.A. Club

To the Editor: Due to the wide interest aroused by the Chambliss proposal to license counselors in advertising (AA, Oct. 30), printed copies or tape recordings of W. C. Chambliss' most recent speech in Los Angeles on this subject are now available on request from Advertising Writers of Los Angeles.

We feel it is a service to the advertising community to provide requesters with the text of Chambliss' speech, and requests addressed to AWLA will be filled promptly.

Al Powers,
Treasurer and Operation Chambliss Chairman, Advertising Writers of Los Angeles, 6043 Hollywood Blvd., Hollywood 28.

• • •

He Thinks Redesigners of Ads Need Redesigning

To the Editor: The art directors and designers who participated in your little game of "second guessing the layouts" in the Nov. 6 issue should be ashamed of themselves.

First, the article or exercise could serve no purpose except to confuse advertisers and other people who use design. They should have realized this immediately. Shame! None of the "redesigned" ads are fresh in approach. The participants emulated, in some cases, successful ads—but why bother to go through all that just to show your readers that *they* are aware of the trends. Isn't everybody?

Volkswagen *already has* that same nice spot on the wallpaper, but done better. The designer didn't need to have a new photograph taken for the gasoline ad—couldn't he have used some of State Farm's existing photographs? Or did he? The Kodak ad and the Motorola ad are "so what?" types that have long been fair game for many. The insurance ad is ridiculous. Surely the designer could have done even worse if given four pages. And the trademark for pencils and railroads and airlines and things tacked on the end of the Nationwide ad must really confuse people who buy design. The lemons are straight out of *McCall's* and the space ads are homesick for *Martin*. Art directors have been hanging around fourth grade art classes for years.

The "little pine tree" in the Weyerhaeuser ad is the most ridiculous of all. All the research, development and promotion that have gone into the Weyerhaeuser mark would casually be tossed aside if that designer had his way.

The last designer, Steve Baker, seems to be the wisest of them all. Of course, it goes on to say that he had already tried the thing 30 times the year before . . .

Shame! Shame on all of these *professionals?* for generating so much confusion for their profession. These people certainly don't speak for the profession as a whole.

Maybe next week you could let the guys who designed the original ads redesign the redesigned ads and then two weeks from that the redesigners could again redesign the redesigned redesigned ads.

George R. Woltz,
Art Director, Bonded Abrasives Division, Carborundum Co., Niagara Falls, N.Y.

• • •

Finds Burkhart Editorial Straight and to the Point

To the Editor: The editorial "Burkhart Makes Sense" in the Nov. 6 issue was straight and to the point, and we commend you for your fairness in publicizing outdoor advertising as well as all other media.

S. Bosin,
Sales Manager, Federal Advertising Corp., Paterson, N.J.

Why settle for half?

YOU NEED ALL OF GEORGIA, TOO!

You can't do much with half a telephone . . . and you can't sell but half of Georgia's $5¾ billion market with *one* newspaper buy. So combine Atlanta *with* the Georgia Group and get effective coverage in the areas containing 85% of the state's people, 87% of its spendable income. The Augusta, Columbus, Macon and Savannah papers cover the "missing half." And it's yours with 1 order, 1 bill, 1 check. The Branham Man has the details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

FILMS...RECORDS...PLATES

SHIPMENTS ARRIVE SAME DAY!

GREYHOUND
PACKAGE EXPRESS

Don't miss deadlines! Remember: it's there in hours ...and costs you less... when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway... *right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places–so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day... seven days a week... *including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. M9, 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME____________ TITLE________
COMPANY________________
ADDRESS____________ PHONE________
CITY________ ZONE____ STATE________

IT'S THERE IN HOURS...AND COSTS YOU LESS!

Along the Media Path

"Purrrrrrrfect kittens make perfect gifts," according to **McCall's**, and to prove it, their current window display in the New York Central Bldg. lobby, home of the magazine's editorial offices, features nine kittens against a backdrop of pages from the December issue in which the nine kittens are pictured in four colors. The pictorial feature offers hints to the giver of kittens as gifts for Christmas.

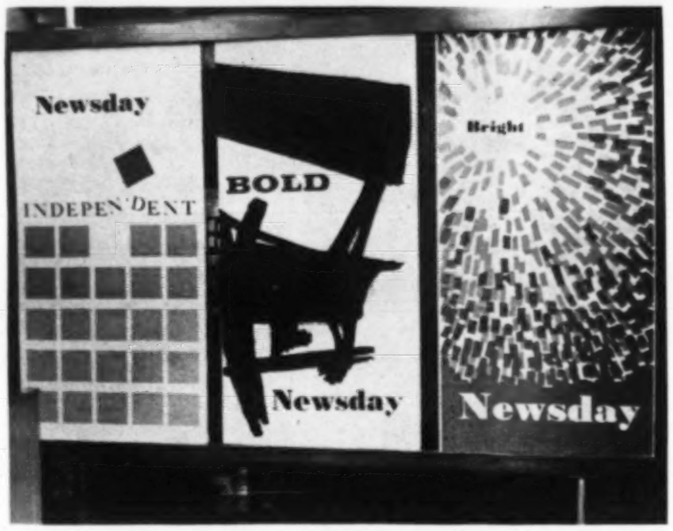
- To provide advertisers and their agencies with a more convenient source of rate information, **WJZ-TV**, Baltimore, has issued rate information in an expanded brochure which presents schedules for various classes of commercial announcements on separate detachable sheets.

- **Redbook Magazine** has been awarded first place for "distinguished service toward the strengthening of family life" in the first national competition of its kind among magazines and newspaper articles, radio and tv documentaries. The award, given by Family Service Assn. of America, was presented to *Redbook* for two articles published during 1960-'61: "The Campaign Against Helpless Children," describing conditions affecting family life and requiring community planning and action, and "Happier Marriages," presenting the value of family counseling in the prevention of family breakdown.

- Theme of the **Seattle Times'** souvenir edition of Seattle's 1962 World Fair, to be published April 8, 1962, will be space age frontiers.

- The **Herald**, Bridgeport, Conn., has launched a Cop of the Week competition in which each week the newspaper cites a Fairfield County police officer, selected by a special board of judges for outstanding performance of duty. At year's end the judges will name a Cop of the Year.

- **WRCV-TV**, Philadelphia, has been named winner of the National Safety Council's annual Public Interest Award for "exceptional service to farm safety." The station was cited for special programing and announcements during the 18th annual Farm Safety Week in July, 1961, as well as the preceding 12-month period.



ABSTRACT APPROACH—*These are three of the posters which Newsday, the Long Island daily, is using on platforms of the Long Island Railroad. They're the work of Paul Back, Newsday's own art director. Transportation Displays handles the postings.*

Poynter Conomos Simpson Knight

PROMOTION—*Four organizers of Florida Sales Plan look over the first of a series of promotion pieces soon to be released. Pictured are Nelson Poynter, president and publisher, and Irwin A. Simpson, vp, St. Petersburg Times; William Conomos, general manager, Orlando Sentinel-Star; and James Knight, general manager, Miami Herald. Mr. Simpson is also president of Florida Sales Plan.*

- The central news staff of **WIL**, St. Louis, has been awarded the **United Press International** Certificate of Merit for excellence and consistency in local news reporting and cooperation with UPI.

- A booklet, "Fourth Man: How the Newspaper Representative Serves National Advertising," has been published by **Nelson Roberts & Associates**, newspaper representative, 625 Market St., San Francisco 5.

- Effective Jan. 3, **WLOF-TV**, Orlando, in cooperation with Central Florida schools, will originate a 15-minute language instructional program during school hours Monday-Friday. A total of 400 new tv sets will be installed in schools in the area and more than 12,000 children will participate in the program.

- A readership survey, **"Japan Times Report,"** covering occupation, professional status, educational background, overseas travel, income level and consumer level, is available from Joshua B. Powers Inc., 551 Fifth Ave., New York 17.

- **Columbia Broadcasting System** has given $35,000 worth of television equipment to WGBH-TV, Boston, educational station, whose studio and equipment were destroyed by fire Oct. 14.

- A special convention issue, in connection with the convention and trade show of the National Auto & Flat Glass Dealers Assn., will be published by **Glass Digest** during the first week of February.

- The chamber of commerce of Greater Philadelphia has given its community service award for outstanding contributions to "constructive and beneficial progress for Greater Philadelphia" to **WFIL** and **WFIL-TV.**

- Cardboard typewriters, with attached letters signed individually in nine separate regions by advertising sales managers of branch offices, were sent to 10,000 agency executives and home products manufacturers by **American Home**, as part of a promotion mailing.

- In connection with a six-page feature on a new hobby of racing model miniature electric cars, in its December issue, **Popular Mechanics**, Chicago, held a reception Nov. 21 in the Sheraton-Chicago Hotel. At the reception four different race courses were set up and guests maneuvered cars through each of the courses. #

'Fortune' Names Lovelace

C. S. Lovelace, manager of the Philadelphia office of *Fortune*, will become the magazine's circulation promotion manager, a new post, about Jan. 1. Mr. Lovelace joined Time Inc. in 1948, moved to *Fortune* in 1951, and assumed his current position in 1956. Ernest M. Draper, assistant advertising manager of the New York office, has been named to replace Mr. Lovelace.

Hoag & Provandie Adds One

Hoag & Provandie, Boston, has been named to handle the Savings Bank Assn. of Massachusetts, Boston, composed fo 185 mutual savings banks, effective Jan. 1. George F. Wilson, formerly associate art director of Hoag & Provandie, has been named art director, succeeding Don Clark, who has joined Loudon Co., Boston.

1020' above average terrain the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW
TALLER
WOC
TV
TOWER

SERVING
THE QUINT CITIES
DAVENPORT
BETTENDORF IOWA
ROCK ISLAND
MOLINE ILL.
EAST MOLINE

WOC-TV Channel 6 NBC
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

Do You Laugh Your Greatest Powers Away?

THOSE STRANGE INNER URGES

You have heard the phrase, "Laugh, clown, laugh." Well, that fits me perfectly. I'd fret, worry, and try to reason my way out of difficulties—all to no avail; then I'd have a hunch, a something within that would tell me to do a certain thing. I'd laugh it off with a shrug. I knew too much, I thought, to heed these impressions. Well, it's different now—I've learned to use this inner power and I no longer make the mistakes I did, because I do the right thing at the right time.

This FREE BOOK Will Prove What Your Mind Can Do!

Here is how I got started right. I had learned about hypnosis revealing past lives. I began to think there must be some inner intelligence with which we were born. In fact, I often heard it said there was; but how could I use it, how could I make it work for me daily? That was my problem. I wanted to learn to direct this inner voice, master it if I could. Finally, I wrote to the Rosicrucians, a world-wide fraternity of progressive men and women, who offered to send me, without obligation, a free book entitled *The Mastery of Life.*

That book opened a new world to me. I advise *you* to write today and ask for your copy. *It will prove to you* what your mind can demonstrate. Don't go through life laughing your mental powers away. Simply write: Scribe N.H.T.

The ROSICRUCIANS (AMORC) (Not a Religious Organization) San Jose, California, U. S. A.

Style all the while!

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Heyler Buys Seven L. A. Area Papers, Plus 'Citizen-News'

LOS ANGELES, Nov. 28—David B. Heyler Sr., a business man who five years ago got into newspaper publishing via acquisition of the *Beverly Hills Citizen*, last week added to a burgeoning local newspaper empire via purchase of the *Hollywood Citizen-News* and a string of seven controlled circulation weeklies published in Hollywood and the San Fernando Valley areas.

Purchase price of the *Citizen-News*, which is published six days a week and has a circulation of about 37,000, was not disclosed, although Mr. Heyler placed the combined value of his newspaper properties at $4,500,000.

In addition to the *Citizen-News*, Mr. Heyler's acquisition includes the *Valley Advertiser* and *Herald-Tribune* newspapers published in San Fernando Valley, plus the *Hollywood Advertiser* published as a shopper weekly in Hollywood.

Harlan Palmer Jr., son of the late Judge Harlan Palmer, who purchased the *Citizen-News* in 1911, told ADVERTISING AGE he expected the daily to be combined with the *Beverly Hills Citizen*. He said he would announce his own plans at a later date.

■ Other Heyler weeklies published in Los Angeles are the *Beverly Hills Press*, *Westwood Hills Citizen*, *Brentwood Citizen*, *Westdale Citizen*, *Rancho Park Citizen*, *West Los Angeles Citizen*, *Century City Citizen*, *Palms Citizen*, *Wilshire Citizen* and the *West Hollywood Tribune*. All are controlled circulation. #

FCC Sets Fine for KOMA Violation at $10,000

The Federal Communications Commission has notified Storz Broadcasting Co. that it plans to levy a $10,000 fine as a result of rule violations by KOMA, Oklahoma City.

FCC said an inspection in January showed that the station had been operating in unauthorized hours, and with unauthorized field strength. FCC said explanations submitted by KOMA were not satisfactory.

Waldorf Uses N. Y. Dailies

The Waldorf-Astoria Hotel, New York, has scheduled nine page ads in the *New York Times*, *Herald Tribune* and *Journal-American*. Purpose of the ads is to point out that the hotel's services can be within the means of average New Yorkers. Conrad N. Hilton, president of the Waldorf, said that New York is the hotel's biggest market, four times larger than any other from which the Waldorf draws patronage. Each ad will offer New Yorkers six suggestions for getting acquainted with the hotel, from planning a weekend there to having a cocktail at Peacock Alley. Kastor, Hilton, Chesley, Clifford & Atherton, New York, is the agency.

KVOS-TV to Peters, Griffin

KVOS-TV, Bellingham, Wash.,-Vancouver-Victoria, British Columbia, has appointed Peters, Griffin, Woodward as its U. S. representative everywhere except the New York area, where it will be handled by Sumner-Byles. The station's former U. S. representative was Forjoe-TV. In Canada, the station is handled by Stovin-Byles.

Banker's Dispatch Names Dow

Banker's Dispatch Corp., Chicago, a common carrier in the transportation of non-negotiable securities, has named James L. Dow Co., Chicago, to handle its advertising and public relations.

'Marketing Dictionary' Bows

Philosophical Library, 15 E. 40th St., New York, has published *Marketing Dictionary*, by Stanley Strand, of Seton Hall University. The book gives definitions of such marketing concepts as marketing analysis, indirect exchange, survey selling, credit promotion, non-directive interview and readership research. It costs $10.

Gordon Is KSDO Manager

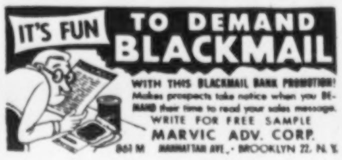
Sherwood R. Gordon, owner and president of KSDO, San Diego, and KBUZ, Phoenix, has assumed the post of general manager of the San Diego station, following the resignation of Joe Miller as station manager of KSDO. Peter Anthony McMahon, a senior sales executive of KSDO, has been named director of public relations.

NOAB Promotes McCarter

National Outdoor Advertising Bureau has promoted C. J. McCarter, who has held management positions in the New York regional office since 1958, to assistant general manager of field services.

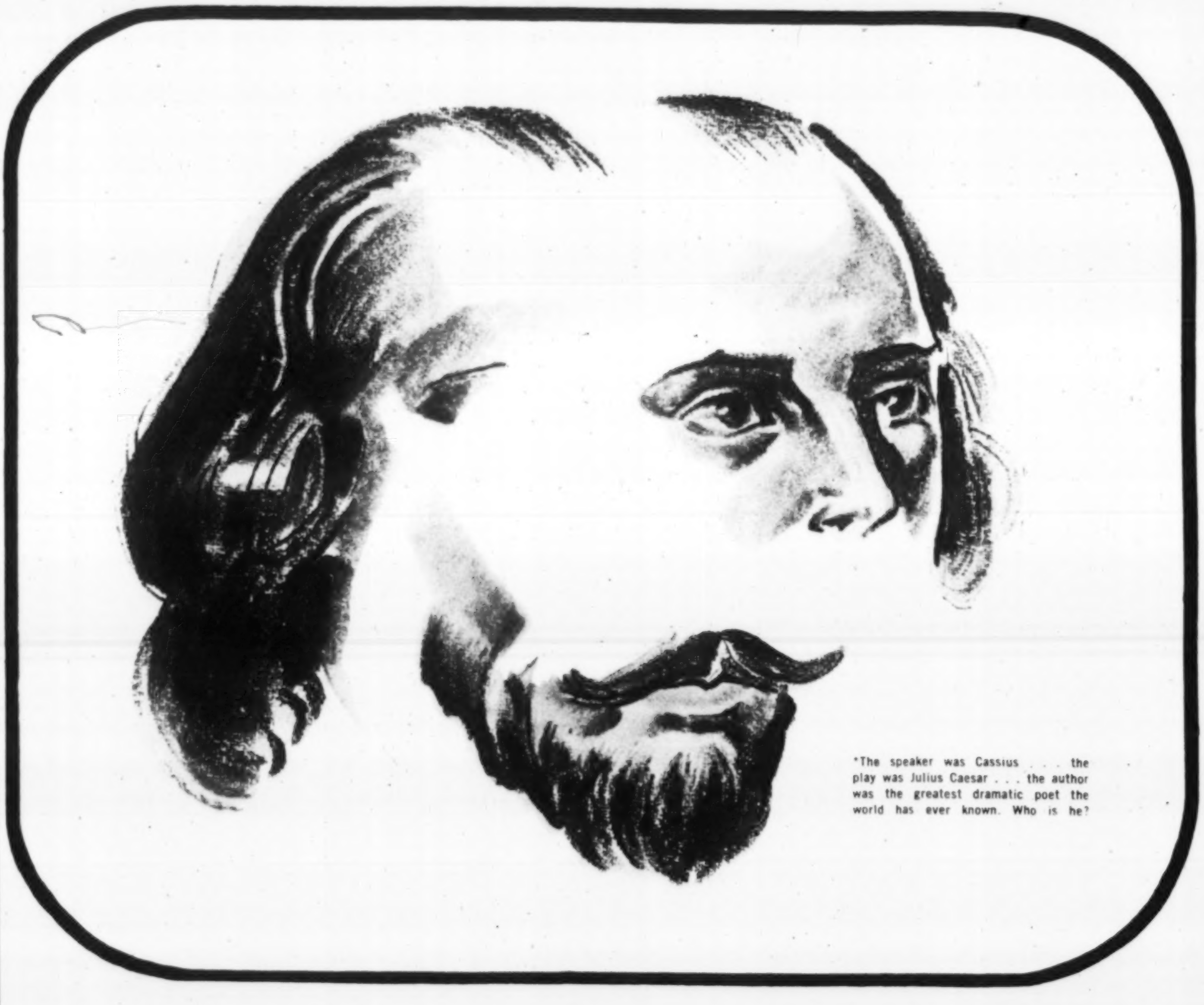
Smith Joins Wilson, Haight

Edgar A. Smith, formerly with Dancer-Fitzgerald-Sample, has joined Wilson, Haight & Welch, Hartford, as a copywriter.



IT'S FUN TO DEMAND BLACKMAIL
WITH THIS BLACKMAIL BANK PROMOTION!
Makes prospects take notice when you DEMAND their time to read your sales message.
WRITE FOR FREE SAMPLE
MARVIC ADV. CORP.
861 M MANHATTAN AVE., - BROOKLYN 22, N. Y.

LET'S FACE IT.... by Volpe



*The speaker was Cassius . . . the play was Julius Caesar . . . the author was the greatest dramatic poet the world has ever known. Who is he?

"...BESTRIDE THE NARROW WORLD LIKE A COLOSSUS"

With circulation gains for nine consecutive years, Herald-Express circulation now totals 393,215*. An alert news staff and a progressive editorial policy has built solid reader confidence and a strong reader responsiveness.

The largest evening newspaper in Western America and the No. 2 Daily in America's No. 2 Market offers you a market bigger than Milwaukee and Boston combined! Put this colossal sales-getter to work for YOU . . . in '62.

*Publisher's ABC statement for 6 mos. ending Sept. 30, 1961

*William Shakespeare

Los Angeles Evening
HERALD-EXPRESS
Largest Evening Newspaper in the West
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

TeleSynd Names 3 Managers

TeleSynd, New York, a recently formed tv film syndication division of Wrather Corp., has appointed three divisional sales managers: They are Ben Colman, previously with Screen Gems, eastern sales manager with headquarters in New York; Larry Stewart, formerly with Independent Television Corp., southeastern sales manager with headquarters in Atlanta; and Milton Westerman, formerly with Independent Television, midwestern sales manager with headquarters in Chicago.

ABC Sells Bowling Series

ABC-TV, New York, will televise the Professional Bowlers Assn.'s first winter tour of 16 tournaments on Saturdays from 4:30 to 6 p.m. (EST), Jan. 6 through April 28, 1962. Signed for participating sponsorship were Brunswick Corp. (McCann-Erickson), General Mills (Knox Reeves Advertising) and Gillette Co. (Maxon).

Your Guide to 1962

A & SP
Advertising & Sales Promotion
Sales Promotion Almanac for 1962

A&SP
Sales Promotion
Almanac

☛ the year's special days, weeks and months

☛ conventions for advertising and sales promotion men

☛ awards for achievement in editorial, advertising, sales promotion and public relations

This convenient booklet, now in its third annual edition, gives dates, sponsors and addresses. You'll use it all through the coming year.

$1 per copy
Quantity prices on request

Reprint Editor
Advertising & Sales Promotion
200 E. Illinois Street
Chicago 11, Ill.

Please send me ..... copies of the A&SP Sales Promotion Almanac for 1962.

I enclose $.........
(Ill. residents add 4% sales tax)

Name ....

Company ....

Address ....

....

ART DIRECTORS CLUB
OF ST. LOUIS
FOURTH ANNUAL AWARDS
EXHIBITION
SALUTING ST. LOUIS AS A NATIONAL CENTER OF THE GRAPHIC ARTS

SPACE ART SHOW—*The fourth annual awards exhibition of the Art Directors Club of St. Louis was housed in five Geospace domes in a city park, with the exhibit open to the public from 10 a.m. to 9 p.m. More than 150 prize winning examples of ad art were shown.*

Experiments Can Tell Effectiveness of Advertising: Du Pont's McNiven

PHILADELPHIA, Nov. 28—Initial results on the measurement of industrial advertising effectiveness were described at the Middle Atlantic Regional Industrial Advertising Conference earlier this month.

Sponsors for the all-day conference were the Philadelphia, New York, Newark and Baltimore chapters of the Assn. of Industrial Advertisers. A total of 232 attended.

▪ Malcolm A. McNiven, manager of advertising research for E. I. du Pont de Nemours & Co., predicted that by experimentation a company should be able to determine the results of its ad dollars over a period of time. Experience alone is insufficient, he said.

"The problem with experience alone is that you are not able, in the operating situation, to set up controls which allow you to determine, after one advertising campaign, what its effects were," he stated. "In fact very often there is entirely no feedback; but if you go through many, many such campaigns, you may see similarities between situations and eventually derive principles of the effects of advertising."

Mr. McNiven admitted this takes a long time, while a combination of experience and analysis of existing data plus experimentation can speed this up. Du Pont, he said, has found this approach quite productive.

In experimentation, he said, a company designs advertising and its placement in very specific ways. To determine effects of money spent, he suggested that everything remain constant except the amount of money expended during the experiments. Often laboratory studies can help, he added, because they offer controls.

▪ However, advertising and sales personnel look with skepticism at lab studies. Yet, the results of lab studies can then be put to the test in the field to check hunches and how certain factors operate in a real situation.

Mr. McNiven described a number of experiments made by his department in the laboratory. Costs for conducting such studies averaged about $200 each and took about two to three weeks. His department, the speaker said, is beginning to offer a service to Du Pont's advertising people in which they will test for them visual layouts for effectiveness as a result of a series of laboratory experiments.

He told the conference that the effects of advertising can be studied in a lab, but field tests are needed for verification. A Du Pont field study on how to allocate advertising funds is now under way, he said, but he expects it will be four or five years before it will be "able to pin down fairly accurately the effects of a given year's advertising and its carry-over to the next two years."

He pointed out that in order to find out what a company's advertising is doing, the advertising must be varied by expenditures over and under the average. However, in order to be sure of the results "you must have good measurements of the effects of your experimental variations or you'll learn nothing."

▪ Sim Kolliner Jr., director of marketing services for McGraw-Hill Publishing Co., pointed out that advertising could reach where most salesmen could not get. He showed statistics to prove the low cost per contact. Despite increased costs of personal contacts, the nature of advertising contact and personal contact is different.

▪ Howard Sawyer, vp of marketing services for Marsteller Inc., stressed the need to measure and evaluate all phases of marketing and communication. His agency uses a marketing audit which measures history, products, markets, marketing organization, distribution, pricing, competition and buying influences.

Then an "attitude audit" measures what customers and markets think of an organization, Mr. Sawyer explained.

▪ Luncheon speaker was Dr. Daniel Starch, head of Daniel Starch & Staff, who spoke on "A New Study Pinpointing the Specific Effect of Advertising Expenditures on Sales."

▪ At a post-luncheon panel, chaired by Burt Roens, program director for the conference, Burdette P. Mast Jr., president of Conover-Mast Publications, said advertisers must take on at least half of the burden of sustaining reader interest since readers have stated that half of the value of magazines is in their ad content.

▪ Irwin W. Tyson, president of O. S. Tyson & Co., discussed his agency's "guaranteed advertising plan," but added that there were no takers as yet because the idea of actually paying for results is still too "scary" for advertisers.

▪ Taking management's viewpoint was Robert B. Seidel, president of Automatic Timing & Controls Inc., who pointed out that management must obtain a maximum return on investment, including ad money. He said there is nothing sacrosanct about advertising, and that a curtailment of such spending in a recession in order to maintain profit will simply not wipe out a company identity established by years of advertising. #

NEW YORK CITY'S
First new luxury hotel in thirty years

A Renaissance of the Arts of Hospitality

*

the SUMMIT OF NEW YORK
EAST 51ST STREET AT LEXINGTON AVENUE • PLAZA 2-7000
Robert Huyot, Vice President & General Manager

*

LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRES. • C. C. PHILIPPE, EXEC. VICE PRES.

BIG
EARNINGS
WITH SAFETY

INSURED BY U. S. GOV'T. AGENCY

ALLISON WAUGH & CO., INC.
6670 Northwest Hwy., Dept. AA
Chicago 31, Illinois
Ideal for Pension, Welfare and Profit-Sharing Funds.
Please send FREE LIST of and INFORMATION on Insured Savings and Loan Associations.

NAME________________

STREET________________

CITY__________ STATE______

WROC Names Schoonover

James H. Schoonover, formerly general manager of KTUL, Tulsa, Okla., has been appointed vp and station manager of WROC (formerly WVET), Rochester, N.Y., recently purchased by Veterans Broadcasting Co. He replaces Paul C. Louther, who has been named to supervise public service arrangements for Veterans Broadcasting stations.

ITT Unit Names Carpenter

International Electric Corp., Paramus, N. J., systems management subsidiary of International Telephone & Telegraph Corp., has named Carpenter, Matthews & Stewart, Newark, to handle its advertising. Initially, advertising will announce ITT's entry into the commercial data processing field.

Towler Joins Wildrick & Miller

Eugene D. Towler has joined Wildrick & Miller, New York, as executive director of marketing. He was formerly a space representative for *Holiday*.

'Retirement Acreage' Ads May Sell Desert or Volcanic Plots, California Solons Warn

SAN FRANCISCO, Nov. 28—Californians have been warned to "beware" of glowing newspaper ads for "retirement acreage" . . . land that may turn out to be on the slopes of an active Hawaiian volcano or in the midst of an alkaline Nevada desert.

A California state assembly committee holding hearings here on promotion of out-of-state land and home subdivisions has concluded "there may be a need for new legislation to control such fraudulent advertising."

Donald McClure, assistant state real estate commissioner, told the hearings that "most Hawaiian subdivisions advertised in California newspapers are in an area where there is danger to life and property because of possible volcanic eruptions."

Ben D. Martin, manager of the California Newspaper Publishers' Assn., charged that the state real estate commissioner "has never tried to prosecute subdivision developers for fraudulent advertising."

Mr. McClure said his office has no power to stop such advertising "which emphasizes the best features of the area and ignores the worst."

▪ But witness Hubert Scudder, who served as real estate commissioner from 1943 to 1948, declared that he had stopped all such out of state subdivision selling in California throughout his tenure without any new laws.

"I simply winked an eye," Mr. Scudder testified, "at the law which required me to sign public reports after investigating proposed subdivisions. The attorney general told me I need not sign such a report if I had not investigated. Without such a report, the properties could not be sold."

Committee member John A. O'Connell (D., San Francisco) and Deputy Attorney General Herbert Wenig, however, both said they believed such action by a real estate commissioner would be "illegal."

In answer to questions by Assemblyman Lester A. McMillan (D., Los Angeles), chairman of the committee, Mr. McClure testified that he felt the language of some of the newspaper advertising "is slippery . . . hard to pin down on any specific promises."

▪ Mr. Martin said "some newspaper publishers have rejected ads, even for subdivisions right here in California, because they felt that the ads misrepresented the facts. This is a responsibility that publishers feel keenly.

"But when a real estate broker licensed by the state comes in and offers a subdivision ad," he continued, "the newspaper publisher assumes the broker is honest."

Mr. Martin described a series of ads carried in California newspapers promoting a "retirement" project at Christmas Valley, Ore. Some members of the committee had challenged statements in the ad that the land is "fertile."

"No newspaper," Mr. Martin said, "is going to send someone clear to Oregon in order to test the fertility of the soil."

▪ Burton Porter, another deputy real estate commissioner, testified about Hawaiian tracts offered in California newspaper ads and about two tracts on an alkaline Nevada desert which also had been offered California buyers.

"All of the descriptive pamphlets," Mr. Porter said, "were factual. There was little misrepresentation, but there was also not a full disclosure of the facts. The advantages of life in Nevada were described but little was said about the subdivision itself or its location.

"The ads from Hawaii," he continued, "described the explosive growth of the Hawaiian Islands but said nothing about the fact that population had dropped on the island on which the properties offered were located."

▪ Harry E. Vogt, a Southern California real estate broker and president of the Lake Mojave Sales Co. of Arizona, defended his sale of $10-down desert lots in the Lake Mojave-Kingman area.

"One of our customers," Mr. Vogt told the hearing, "told a newspaper reporter he had purchased from us simply because he couldn't afford to buy anywhere else and that he was satisfied. His tax bill this year is less than $20 and his home cost only $7,500."

Out of 2,305 buyers, Mr. Vogt said, 1,861 bought "sight unseen" as the result of California newspaper ads, "but 1,459 of these buyers were fully satisfied with their purchases," he added. #

Frothee Names Katz, Jacobs

House of Frothee, New York, manufacturer of Frothee creamy cocktail mix and Mr. Mixer lemon mix, has named Katz, Jacobs & Co., New York, to handle its advertising.

600 MINUTES OF COLOR TV COMMERCIALS PRODUCED BY J. WALTER THOMPSON

During 1959-60, J. Walter Thompson Company created and produced more than 600 minutes of Color TV commercials. The trend to Color is growing. Are you with it? Get the facts about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Market testing?
Think
BIG

when you think of PHOENIX

When you **test** in Metropolitan Phoenix you get a big bite of a vibrant, growing BILLION DOLLAR market! Census figures show that Phoenix has led all U. S. cities in rank of population increase, **from 98th in 1950 to 29th largest city in 1960.** Families move here from all sections of the country. Phoenix is the largest commercial center between Los Angeles and Dallas-Ft. Worth. Nearly all of the major food and drug chains and brokerage firms are located here. Over **70%** of Arizona's wholesale dollar volume is transacted in Metropolitan Phoenix. **Fifty-seven cents** of every retail dollar spent in Arizona BUYS in Metropolitan Phoenix, where **nine** out of **ten** families read and respond to the advertising in The Arizona Republic and The Phoenix Gazette.

The Arizona REPUBLIC
Morning and Sunday
The Phoenix Gazette
Evening

WRITE OR WIRE NATIONAL ADVERTISING DEPARTMENT, BOX 1950, PHOENIX, ARIZONA. REPRESENTED NATIONALLY BY KELLY-SMITH CO.

Marketing, Gotham Style . . .

N.Y. Is Big, Baffling Market for Food; It Takes Timing, Cash, Ideas, Luck

NEW YORK, Nov. 28—How do you crack the New York food market?

It's not easy. There are about 30,000 food stores in the New York metropolitan area, according to the 1958 census report, doing a volume of $3,665,246,000. Chains (operations with four units or more) have 2,327 stores, with sales of $1.61 billion or about 44% of all food store sales.

Many a manufacturer has despaired over the market's (1) size, making for gargantuan supply problems; (2) shifting ethnic population; (3) high real estate costs, which result in smaller stores than the national average, and recurrent out-of-stock situations; (4) overlap of other markets (it's almost one massed suburb from Philadelphia to Boston); (5) huge number of items (14% of all frozen foods are sold here); and (6) the high price of advertising.

▪ What sells in one area flops in another. Manufacturers are stacked up six weeks in advance waiting to move into supermarkets with in-store promotions. Displays take even longer. Supermarket buyers are called "blase" (they look at about 20 new products each week). "Something for everybody" is often the key to a successful deal.

"If anybody asked me how to get started in New York, I'd tell him to go some place easier first," says John D. Gall, sales-administration vp of H. C. Boerner Co., one of the area's largest food brokers. "Life moves so fast here that if you flub the first time, you've had it."

The Boerner food lineup includes College Inn Food Products, Minute Maid, Stouffer's, Larsen Co., Sara Lee Kitchens and Star-Kist tuna, all of which have presented some complicated distribution problems at one time or another.

▪ Timing, price, whom you know, a strong selling idea and plenty of money for advertising and incentive deals are some of the things it takes to stay on top in this market. A plan offering supermarkets $1 a case off the wholesale price, for instance, probably won't get anywhere if (1) someone else has beaten you to the punch with the same deal, or (2) the product isn't established. One company offered a free case, with nothing to be purchased, and still couldn't get satisfactory distribution.

Another company, College Inn Food Products, Chicago, over a span of 30 years achieved virtually 100% distribution only for its chicken broth and tomato cocktail, while supers in other markets were carrying eight or nine of its products. The company felt that it wasn't a healthy situation for two products to carry the load here.

▪ To build acceptance for a third College Inn item, its egg noodles and chicken, the company decided to hook it up with its best-selling chicken broth and promote them both from September through December. Although College Inn had not advertised in this market for five years, it booked 21 600-line and 1,000-line ads in the *Newark News, Newsday* and the *New York Daily News* to boost a "get both free" offer, in which readers who sent in jar tops from chicken broth and egg noodles and chicken received a free coupon good for a package of each. The offer was flagged only on the egg noodles and chicken jar.

College Inn budgeted $60,000 for the free offer and various price-off deals. The company gave food stores an off-the-face discount on every case of egg noodles and chicken (which amounts to a guaranteed price reduction, not depending on sales) in the first phase of the promotion.

▪ In the second phase, this month and December, College Inn is giving stores a somewhat reduced break on egg noodles and chicken cases, based on how much they sell, plus a similar deal on chicken broth. The "get both free" offer has been switched to the chicken broth package. Egg noodles and chicken packages displayed a 5¢-off offer.

In this case, College Inn achieved initial distribution of its egg, noodle and chicken through use of price-off deals. Advertising was limited to the 21 insertions in the three dailies, plus a 5¢ a case co-op allowance on egg noodles and chicken and 4¢ a case on chicken broth. No trade advertising was used.

The trick was to induce chains to keep the price on the items up to 33¢ (regular price is 39¢) in spite of the price-off deals, and put the rest of the money into displays.

Since egg noodles and chicken is conventionally displayed on the canned meat shelf, the College Inn item often obtained additional facings through tie-in displays in the canned soup section.

▪ Although the College Inn promotion was termed a "merchandising success" by Mr. Gall (the company sold more egg noodles and chicken in the first two months of the promotion than during all of last year), he said it was too early to tell if supermarkets and consumers would keep buying after the deals ended. The November-December promotion marks the first time College Inn has done anything in these two months in this market, and after a 90-day lay-off, the company will be back in the spring. Hill, Rogers, Mason & Scott, formerly the Cunningham & Walsh Chicago office, is the agency.

The College Inn promotion was one of the most complex and long-lasting ever plotted by the Boerner organization. "Most companies don't plan any further than their nose," Mr. Gall said. "At the same time, we don't want food operators to accuse us of shoving this stuff down their throats. The day is past when you could load the living daylights out of the stores. The problem is the bloody IBM machine. They know they can't take on an inventory over four to six weeks."

▪ Sara Lee, on the other hand, is a company that doesn't use price-off deals to wedge its way into the New York market. Instead, it gears its distribution program to precise timing and heavy advertising. When the company introduced its new apple 'n spice cake here and across the country in October, it blanketed supermarkets with glossies of ads, mats, in-store flyers and complete details of its advertising program. These materials were in the supermarket people's hands by July 31, with advertising set to break Oct. 1.

In 45 days, the Boerner organization had obtained 100% distribution (except for A&P, which makes its own bakery products). Then the advertising hit. Sara Lee booked color pages in October issues of *McCall's* and *The New Yorker*, sponsored a "Playhouse 90" re-run, "Carnegie Hall Salutes Jack Benny," both over CBS-TV, and a Bing Crosby and Rosemary Clooney 15-minute radio show over CBS.

Best food buy in New York!
GET BOTH FREE!
College Inn
EGG NOODLES and CHICKEN
College Inn
CHICKEN BROTH
You buy a pair... we'll buy a pair!

FOOT IN THE DOOR—*Ads like this 1,200-line "free pair" offer helped College Inn Foods broaden its line in New York area supermarkets.*

▪ Locally, Sara Lee aired tv spots over WNBC, WCBS, WABC and WNEW and ran 22 ads, including color pages, b&w pages and 1,680-lines, in 10 metropolitan papers, plus 1,000-line ads in suburban dailies. Hill, Rogers, Mason & Scott handled the Sara Lee advertising.

Another company, Stouffer's, had a slightly different problem—how to let supermarkets know about an unexpected step-up in its advertising program.

Stouffer's formerly confined itself to local advertising, but for this quarter and next year the company has scheduled a series of nine color ads in *Time* and four in *Sunset Magazine*, backed by small b&w ads and preprint newspaper insertions in New York, Chicago, Detroit, Washington, Cleveland, Philadelphia, Pittsburgh, and southern Florida.

▪ To project its new image to New York supermarket people (the company does about 20% of its business here), Stouffer's and *Time* threw a dinner party at the Hotel Summit, where the magazine put on a 16mm film presentation. Based on research findings by Stouffer's agency, Ketchum, MacLeod & Grove, Pittsburgh, the film pointed out that families with incomes of $10,000 or more accounted for a third of Stouffer's business, that most Stouffer customers have college educations and live in metropolitan areas, and that they like to eat out a lot (sometimes in Stouffer restaurants).

In addition, *Time* supplied the Boerner organization with 250 magazines per issue for mailing to supermarkets in the area. Accompanying letters advised food stores that they can save anywhere from 35¢ to $1 a dozen packages if they feature any two of seven Stouffer frozen foods during the promotion. *Time* also provided Stouffer with 1,000 folders containing reprints of the ads for mailing to food buyers.

▪ "Sometimes it may seem like the more you offer the quicker you get distribution," Mr. Gall admitted, "but this isn't always the case." The right combination of circumstances ("They would have laughed us out of the store if we had been second with our price-off deal on egg noodles and chicken") and a strong selling idea can sometimes turn the trick.

Larsen Co. went the latter route recently with its Veg-All mixed vegetables, and it did it without paying out a dime. The company persuaded supermarkets to tie in Veg-All at their meat counters in a stew display. The supers liked the idea and the company got distribution without putting up a cent of co-op money.

Tuna fish, however, is another story. Since tuna figures show that 75% of sales are from special displays, manufacturers are forced to keep on using them to keep up sales. "They've trapped themselves," one food man said.

▪ With the big influx of deals and displays, supermarkets are going to have to become more flexible,

FÖRST*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

**FÖRST means FIRST in Danish*

ORCHIDS FOR HER
will mean **MORE** SALES TRAFFIC GOODWILL
AS LOW AS 9¢ EACH
MINIMUM ORDER 100
ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765
• 24421 Narbonne Av., Lomita (L.A.), Cal. • DA 5-0381

Big.
. . AND STILL GROWING
FASTEST IN ILLINOIS!
REMARKABLE ROCKFORD

FIRST
in ILLINOIS
in
Population
and
Sales
(outside
Chicago)

. . . is not only *first* in Illinois in
ROP Retail color (has been
for nearly two years) but was

FIRST
in the nation in
August according to the Hoe
Report on ROP color.

Newspaper color in Rockford is
getting SALES! Don't miss out in
'62. Use spot or full color in

ROCKFORD
MORNING STAR & Register-Republic

Ad Age's no. 1
"annual review number"
the media promotion hit of 1962
to be published **january 1, 1962**
closing date **december 20, 1961**
reserve space now

nothing
availability
DOZER
HOUGH
HOUGH

ONE INSERT, TWO SPREADS—*A two-page four-color insert serves as the middle half of two consecutive spreads for Paydozer and Payloader, products of Frank G. Hough Co., Libertyville, Ill., subsidiary of International Harvester Co. The spreads are running in December Contractors & Engineers, Construction Equipment, Construction Methods, Engineering News-Record, Roads & Streets and "a dozen" regional publications. Six similar consecutive spreads are scheduled for the same media in 1962. Ervin R. Abramson Advertising, Milwaukee, is the agency.*

most food people believe. One executive contended that decentralization is the only salvation, but he added, "It's going to take a while, and some stores are going to be dead before they find out." Some chains, for instance, have gotten around centralization by installing a system in which they code the profit margin in the order book. Any time the store manager wants to feature a high profit item he can do it without waiting for approval from headquarters.

Because of the high centralization of the big chains the smaller chains of from five to 15 stores are making a comeback, industry observers note. This type of store is usually more flexible and caters to people in the same income groups without having to contend with the fluctuations of shifting ethnic groups. #

Mead Johnson Buys TV

Mead Johnson & Co., Evansville, Ind. (Kenyon & Eckhardt), has ordered 45 one-minute participations in NBC-TV's "87th Precinct," "Cain's Hundred," "Laramie," "Outlaws," "Robert Taylor's Detectives" and "Saturday Night at the Movies," for Jan. 1 through March 31. Mead Johnson also has ordered participations in three NBC daytime shows, starting in January. Chrysler Corp. (Young & Rubicam) will sponsor two Bob Hope specials on NBC. Dates aren't set. Liggett & Myers Tobacco Co. (Dancer-Fitzgerald-Sample) will cut back from two to one participation weekly on "87th Precinct" and "Dr. Kildare," effective in January.

Allston, Smith Names Banks: Adds Home Title Account

Allston, Smith & Somple, Greenwich, Conn., has appointed Ben Banks an account executive. He formerly was vp and account supervisor of Benton & Bowles. Allston, Smith also has been named to handle advertising for Home Title Guaranty Co., New York. Walter J. Zimmerman Associates formerly handled the account.

Friend-Reiss Adds Sexauer

Friend-Reiss Advertising, New York, has been named to handle advertising for J. A. Sexauer Mfg. Co., New York, supplier of plumbing and heating repair parts. Lawrence Peskin previously handled the account, which had been at Friend-Reiss seven years ago. Friend-Reiss also has named Bernard Gary, formerly with Compton Advertising, group copy chief.

British TV Grows Despite Tax, but Increase Rate Dips

LONDON, Nov. 28—The tax imposed on television advertising earlier this year has not so far caused any reduction in television appropriations. But it has slowed the rate of growth and reduced the leeway within which agencies could absorb rising costs.

These points were brought out last week in *Television Review*, published by Media Records Ltd.

The *Review* reported that in the third quarter of this year, expenditure on television advertising totaled $56,669,200, including duty, compared with $45,424,000 in the same quarter of 1960, when the tax was not in operation.

Thus the expenditure during the third quarter of 1961 showed a 24.7% gain over the comparable period of 1960, but when the tax of $5,460,000 is deducted from the expenditure in the third quarter of 1961, the actual gain on the comparable period of 1960 is only 12.7%. This compares with an increase of 34.1% in the third quarter of 1960 as against 1959.

- Total expenditure on television advertising in the year to Sept. 30, 1961, amounted to $249,499,600, compared with $199,680,000 in the previous year.

The television tax came into effect May 1 (AA, April 24). In July, a supplementary budget hiked all excise taxes by 10% of existing rates, lifting the television duty to 11%.

With more than three months of television duty behind us, says the report, it seems to be fairly well confirmed that the result has not, so far, caused advertisers to spend less money on the medium.

- "Instead, the rate of growth in revenues of television stations has been reduced, and advertising agencies, who generally say that they find television expenses relatively high, are having to adjust to an effective decline in discount from 15% to just over 13.6%.

"While this has been cushioned by the increase in billing (below 13% this quarter, excluding tax), there is obviously much less leeway now to absorb rising costs with which most businesses continue to be faced," it says.

The *Review* expects to see television advertising expenditure gross $260,400,000 this year. #

THE Nation's Schools

MOST EFFECTIVE
MOST ECONOMICAL
communication with BUYERS in the public school market

MORE SELLERS to the public school market want THE NATION'S SCHOOLS because THE NATION'S SCHOOLS is wanted by more BUYERS.

THE NATION'S SCHOOLS provides 77.2% coverage of the public school target market in terms of known key buying factors—through compact, fully paid circulation, delivered at an economical page rate by a magazine that renders full editorial service based on intensive, continuous study of readers' needs.

MORE CHIEF ADMINISTRATIVE officers in public school districts pay for subscriptions to THE NATION'S SCHOOLS than *even ask for any other comparable magazine, paid or free*. Wanted by MORE BUYERS!

THE NATION'S SCHOOLS has, for nineteen consecutive years, carried more pages of advertising than any comparable magazine. In 1960 its margin over the second magazine was the largest in history. During the first eleven months of 1961, THE NATION'S SCHOOLS carried 46% of all space placed in the four magazines of school administration—55% more than the second magazine! Wanted by MORE SELLERS!

Here's the 1961 record through November:

THE NATION'S SCHOOLS	**1285 pages**
School Management	828 pages
Overview	500 pages
American School Board Journal	183 pages

Ask your NATION'S SCHOOLS representative to show you the new Study of Buying Influences, or write the publisher.

1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS—ADVERTISING OFFICES IN NEW YORK, CLEVELAND, SAN FRANCISCO, LOS ANGELES

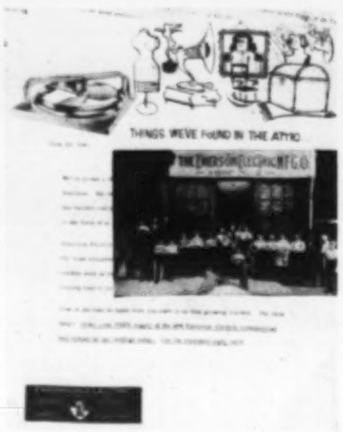
F. W. DODGE CORPORATION
A McGraw-Hill Company

THE Nation's Schools

Merchandising Ideas

Contest Draws Rifles, Flag

• Nineteenth century postcards, a 46-star flag and an old Kentucky long rifle were among the items sent in to Emerson Electric Mfg. Co. in a contest Emerson held to promote its attic fans to electrical wholesalers. The promotion centered around a series of five letters to wholesalers, each with an unusual attachment. The first letter had an Indian head penny; the second a picture of Emerson Electric's plant in 1890; the third a Herbert Hoover campaign button; the fourth an old piece of sheet music; and the fifth had attached to it a package of dust and read: "Attic rummagers of the world, unite! As you can see we've got our own attic pretty well rummaged out (except for the Emerson exhaust fan). Now it's your turn. We'd like to see what's in your attic." The letter went on to describe prizes for the most unusual oddment—first prize a genuine raccoon coat with pockets lined with two oversize $20 bills (worth approximately $30 apiece). Runners up received pocket-size transistor radios.


THINGS WE'VE FOUND IN THE ATTIC
THE EMERSON ELECTRIC MFG CO

FOUND IN THE ATTIC—*A series of five letters like this were used in a program by Emerson Electric Co. to promote its fans to wholesalers.*

"Actually, we were more or less kidding," Bob MacCloy, Emerson ad manager, said. "We had hoped that some of our wholesalers might call or write, but we were pleasantly surprised when packages started arriving with deer antlers, a hank of hair, old pictures and dozens of other items." Unanimous choice of the judges was a series of three 19th century postcards sent in by Carl Beckerdite, Arko Interstate Electric, Fort Smith, Ark., who was flown to St. Louis to receive his coat and oversize $20 bills.

Magic Letters Spell Crane

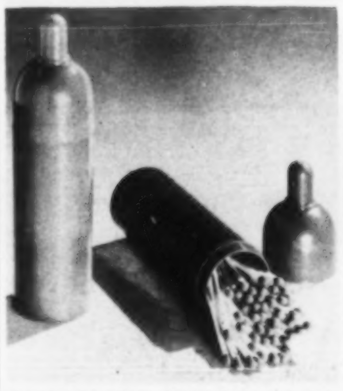
• Crane Potato Chip Co., Decatur, Ill., is conducting a regional promotion on radio, tv, newspapers and point of purchase revolving around a "magic letters" contest. Each bag of Crane potato chips contains a plastic letter. The contest, slanted toward children, urges them to save the correct letters to spell "Crane chips." Upon completion of a set of letters, the collector mails them to Crane and receives a pen and a pencil set, without charge. Hall, Haerr, Peterson & Harney, Peoria, is the agency.

Alcoa, Disney Team Up

• Alcoa Wrap and Walt Disney have teamed to create a holiday grocery store promotion for Thanksgiving and Christmas. Built around 18" heavy duty Alcoa Wrap, the promotion is backed by tv and newspaper advertising and in-store displays. Each box of specially marked 18" Alcoa Wrap contains a free set of three-dimensional paper cutouts of toys from the new Walt Disney film, "Babes in Toyland." When assembled, the cutouts may be used for holiday and party table decorations. The offer also is being supported by Disney publicity and promotion for the movie, including tv in 80 major markets.

set of colorful TABLE DECORATIONS

HOLIDAY PREMIUM—*Pat Doyle hits target—a store display featuring a free offer of Walt Disney "Babes in Toyland" figures for holiday table decorations available in Alcoa Wrap boxes.*

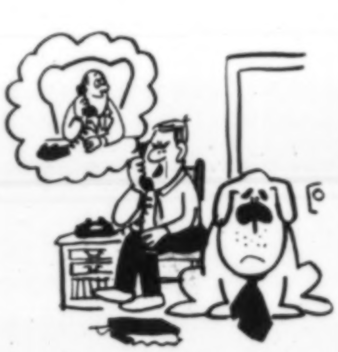


FLAMMABLE—*Burdett Oxygen Co., Cleveland, is using these wood matches packaged in a miniature oxygen tank to promote its tanks of oxygen. Continental Match Co. designed the miniature tanks.*

Booklet Pokes Fun at Gifts

• A booklet of 14 cartoons by Stan Fine, poking fun at corporate gift-giving problems, has been "primarily responsible" for a 28% increase in sales of selective gift programs, according to Joseph M. Segel, president of the Selective Gift Institute, Philadelphia. The booklet recently was distributed to executives by more than 200 of SGI's distributors. "Within one week," Mr. Segel said, "sales shot up. Apparently, many people who were too busy to read our other literature enjoyed the cartoon booklet." Copies may be obtained from SGI, 4518 Baltimore Ave., Philadelphia.

DO YOU USE EVERY GIFT YOU GET?



"BY THE WAY, HARRY, THANKS FOR THE GIFT."

Trucker Says Save Wampum

• What Continental Transportation Lines, Pittsburgh, started as an intra-company campaign to persuade its employes to cut costs and reduce waste has spread to Continental's customers, among whom it is catching on rapidly. The campaign—a sleeper—kicked off modestly in late summer with 8½x11" posters, featuring a caricature of an American Indian uttering the theme-phrase, "Help your company save wampum." It appeared on all bulletin boards at Continental headquarters. At the same time, buttons illustrated with the Indian and carrying the slogan, "I help my company save wampum," were given to employes. Continental says the light touch on a serious matter appealed to employes, and the idea and line caught on. The campaign was so successful that the trucking company decided to pass it along to its customers. To introduce the campaign externally, Continental mailed customers a supply of the buttons which said, "I help my company save wampum." Other mailings were followed by a letter explaining the "Save wampum" campaign and offering the customer a free supply of posters. Continental salesmen also were armed with large buttons to wear and calling cards reading, "I'm your save wampum man—Continental Transportation Lines."

Animal Health Quarterly Bows

• "Animal Health Trends," new quarterly publication, has been sent out by Hess & Clark, Ashland, O., to its distributors of animal health products and their salesmen. The publication will be published every three months as a sales and merchandising service to distributors. Articles will feature not only news about Hess & Clark, its products and distributors, but also industry information, plus general sales and merchandising tips. "Trends" is printed in three colors, and Vol. 1, No. 1 contained eight pages of articles and photographs, including a center spread of the Hess & Clark national, regional and local advertising programs. #

HESS-CLARK
ANIMAL HEALTH
TRENDS
Contents

NEW QUARTERLY—*This is Page 1 of the first issue of "Animal Health Trends," being published by Hess & Clark as a merchandising service to its distributors.*

Turcotte Joins LPNA

Charles Turcotte has been appointed director of promotion and eastern office manager of the Lithographers & Printers National Assn., succeeding Herb Morse, who has resigned to become director of public relations of Diamond National Corp. Mr. Turcotte was formerly assistant director of the Mail Advertising Service Assn.

put one foot in arizona

while you still have the other foot on home base.

Prepare for ACTIVE retirement in fast-growing, fascinating, good-living Arizona.

Maybe *that first tentative foot would be nothing more than a letter asking: "How are things?" "What are the potentials?"*

Maybe *you might want me to keep my eyes and ears open for the kind of business you would like.*

Maybe *you would like to make some substantial gain as others are doing, in sound land investments in fast-growing Arizona—the fastest growing state in the Union.*

Maybe *we can help get reservations here for you, your family or your associates. How about holding a meeting or business convention out here?*

Maybe *you are considering Arizona as a market potential. I have a 40 page factual research report on our state. Be glad to send it to you along with any media information you may require.*

Not so many years ago I was doing some advertising work for GM and JM. With all due respect to New York, *this* is the place for real living. Never a blue Monday. The warm sun and dry champagne air dispel gloom. No treadmill fever here.

You can write me in complete confidence. There will be no obligation, of course.

don't wait for retirement...
put one foot in arizona now.

Frank Helmich

HELMICH
INVESTMENT CORP.
601 LUHRS BLDG. • PHOENIX 3, ARIZ.

What Would It be Worth to Increase the Effectiveness of Your Television Advertising . . . Even 10%?

3 Ways to Improve Your TV Commercials:

You begin by calling in the man with the most solid experience in the field. He has written some 3,500 commercials. And produced a good 17,000. For a tv billing of $260-million, plus. Today, his clients include a sizable group of America's shrewdest advertisers and agencies in tv.

There are 3 ways to buy his consultant services:

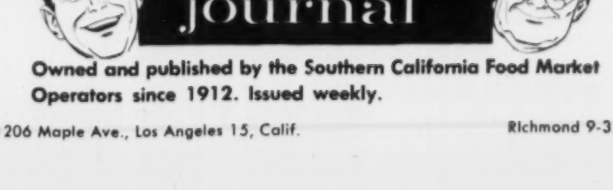
1. *The McMahan TV Com'ls Library*—A personal, analytical presentation of current and significant tv advertising: industry trends, success stories, fresh creative techniques.*
2. *Creative Consultancy*—Review and analysis of your current tv advertising; script formats; research guidance; production counsel.
3. *Management Consultancy*—Reorganization of agency tv departments; simplified procedures; job profiles; recruitment.

Suppose you start with the new #4 and #4-A reels of the TV Com'ls Library. This costs $350 and could be the most valuable two hours you ever spent studying trends and marketing effectiveness in tv advertising. Bookings available after Jan. 2.

Harry Wayne McMahan
Little Cove Lane • Old Greenwich, Conn.
Telephone: NEptune 7-9268

*—A few 1961 clients: BBDO • B & B • Burnett • Campbell-Ewald • D'Arcy • DFS • Gardner • Gillette • General Mills • Intl Shoe • Johnson's Wax • KM&G • Maxon • McCann-Erickson • P & G • Quaker Oats • U S Borax • U S Steel • Westinghouse • General Mills of Canada • &c.

Keep the food market operators informed—advertise in the



Owned and published by the Southern California Food Market Operators since 1912. Issued weekly.

1206 Maple Ave., Los Angeles 15, Calif. Richmond 9-3201

Peanut Butter Must Be 90% Peanuts: FDA

FDA Relaxes Former Standard; P&G's Jif Seen Still Imperiled

WASHINGTON, Nov. 30—More trouble for Procter & Gamble's Jif is the most obvious implication of the new peanut butter "standards" which the Food & Drug Administration published today.

The FDA proposal would bar any product that is less than 90% peanuts from passing as peanut butter. While Jif is marketed as a peanut spread, FDA legal experts tend to take the position that "peanut butter" and "peanut spread" are identical terms from the public's standpoint, and that Jif—which contains only 75% peanuts—would have to be labeled "imitation peanut butter."

■ Release of the new standard is the second round of FDA trouble for Jif. In October, 1958, when it was first put on the market, FDA Commissioner George Larrick told the Peanut Butter Manufacturers Assn. that FDA was "surprised" to find that a product containing large percentages of non-peanut oils was being marketed as "peanut butter." Shortly after the speech, P&G revised the Jif label, adopting the peanut spread designation, and fully disclosing the actual ingredients in the product.

Queried by ADVERTISING AGE on the FDA action, P&G said it has just received the ruling and would have to study it before commenting.

■ This is also the second go-around for FDA on a peanut butter standard. On July 2, 1959, it issued a proposal fixing 95% peanuts as the minimum for a product labeled as peanut butter. Manufacturers registered vigorous objections and FDA agreed to reconsider.

In issuing the 90% proposal today, FDA made it clear that this time it has done its homework. Samples of more than 50 brands of peanut butter were collected. Analysis showed that at least 40 brands have 90% peanuts or more, measuring up to the standard which FDA is proposing. #

Six Agencies Solicit Account as Eaton Begins Consolidation

(Continued from Page 2)

C&B, commenting on the agency's decision, said that with the extra services the company indicated would be required, Clark & Bobertz felt it could not be done at a reasonable profit.

One of the problems, he explained, was the numerous small divisions which want the same kind of service that a $1,000,000 division gets. He said Eaton should be viewed as a group of individual accounts.

■ Eaton will hear the last of the formal presentations next week, and a decision on a new agency or agencies might be announced at that time, according to Edgar Clark.

In addition to Clark & Bobertz, Eaton's domestic agencies are Carr Liggett; Erwin Wasey, Ruthrauff & Ryan, New York; Jay H. Maish Co., Marion, O.; John B. Hickox Inc., Cleveland; Fred M. Randall Co., Detroit; Doe-Anderson Advertising, Louisville; Curtiss, Quinlan, Keene & Peck, Indianapolis; and Kircher, Helton & Collett. The Canadian agency is James Lovick Ltd., Toronto. #

Ford Is Cautious About Philco and Autolite Ad Plans

DETROIT, Nov. 28—Ford Motor Co. is expected to move cautiously in any further market expansion plans for Electric Autolite because of a government antitrust suit, filed yesterday, attacking the acquisition of the auto supply company.

After Ford had acquired and merged Autolite into its Motorcraft division earlier this year, it sparked up Autolite with heavy advertising schedules, including trade and consumer magazines, radio and network tv ("Straightaway" ABC-TV).

Similar speculation on cautious future planning arose today when formal approval of the Ford acquisition of Philco Corp. was given by stockholders of the appliance maker.

However, in the case of both the Philco acquisition (AA, Sept. 18) and the Autolite purchase (AA, April 17), no immediate advertising or agency changes are planned.

P&G Shifts Tide to Compton, Duz to Grey Agency

(Continued from Page 1)

the past year alone dropped six points to 19%—although its actual case volume has remained fairly constant because of rapid population growth. The ad budget has slipped to around $9,000,000.

The reason? Most agree that Tide is the dark example of an industry leader being outdated by new product developments. Tide has remained the same through its 16 years. There have been no changes in the product although it was in the midst of a market being splintered away by product developments—many of them rival P&G brands.

■ Liquid detergents now are washing the dishes, Mr. Clean-type cleansers are scrubbing the floors, and low-sudsers are washing the clothes. "As long as Tide remains the same, the handwriting is on the wall," one trade source pointed out.

The realignment ends four years of trouble on the account at Benton & Bowles, aggravated by a series of personnel changes, campaign and copy crises, and that unrelenting decline of market share. The agency frequently lobbied for a "new" Tide, but these efforts usually boomeranged by creating a separate new product, rather than a modernized old one.

■ The atmosphere is not too glum at B&B, despite the account loss. The agency still holds a sizable chunk of P&G, and budgets are up on many products, including Crest toothpaste.

"The agency has a number of promising P&G products in test, and perhaps one will burgeon into another Tide," one official said.

Premium Duz, introduced two years ago, is just now achieving national distribution. A detergent-form of regular Duz, it features in-pack premiums of dinnerware. Anticipated billings are about $2,500,000. Regular Duz, once the No. 1 packaged soap before the advent of Tide, remains at Compton.

P&G is Compton's original client (the Blackman Co., its predecessor company, having won the account in 1921). At present it handles Gleem, Crisco, Comet, Ivory Liquid and Ivory soap. Grey joined the P&G roster only a few years ago, in 1959, and now handles Ivory Flakes and Ivory shampoo. #

Last Minute News Flashes

Brown-Forman Brands May Go to D-F-S

NEW YORK, Dec. 1—Brown-Forman Distillers Corp. is expected to award a $1,000,000 liquor and wine "package" to Dancer-Fitzgerald-Sample next week: The Imports brands now with J. M. Hickerson Co. and Albert Woodley Co., plus some new bourbon brands not yet marketed. Woodley was told late today that it would be relieved of its share of the business next May, and that "it looks like Dancer-Fitzgerald will be getting the account." The Hickerson agency had not been told today that it would be losing the account.

Master Hosts Names D'Arcy for $400,000 Drive

SAN DIEGO, Dec. 1—Master Hosts Assn., a group of some 240 independently owned motels throughout the U. S., has appointed D'Arcy Advertising to handle a national advertising campaign, to break about Jan. 1. The account is expected to bill about $400,000.

Smith Gets New GE Post; Other Late News

• **J. Sanford Smith** has been named vp in charge of a newly formed marketing and public relations services unit at General Electric, Schenectady. The move combines corporate marketing and pr functions. Mr. Smith, formerly general manager of GE's outdoor lighting department, has also held various marketing and pr posts in the company.

• **Hayden Publishing Co.**, New York, has filed with the Securities & Exchange Commission for sale of 150,000 shares of common stock. T. Richard Gascoigne, board chairman, and James S. Mulholland Jr., president, will each provide 65,000 shares from their holdings of 493,303 shares each; the other 20,000 shares will come from unissued company stock. Proceeds of the sale will be applied to bank loans made for the acquisition last August of John F. Rider, publisher, for $1,100,000, and for subsequent acquisition of the stock of Ahrens Publishing Co. for $582,000 in cash.

• **U.S. Travel Service**, as AA went to press, had sent telegrams offering portions of its account to an unspecified number of advertising agencies and pr organizations among the 12 which made presentations (AA, Oct. 30). Dec. 4 has been set as the deadline for replies.

• **Alberto-Culver Co.**, Chicago, cosmetics and toiletries manufacturer, is seeking a new agency to handle several new products following a split this week with J. Walter Thompson Co., Chicago. The company said it had talked with several agencies and would interview more agencies next week. JWT was appointed to handle ads for new products just four months ago (AA, July 3). The rest of the company's advertising is handled by Compton Advertising, Chicago.

• **Matthew Connor** has been elected president and chief officer of Tucker Wayne & Co., Atlanta. Mr. Wayne becomes chairman of the executive committee. Leigh Kelley, former vp, was elected board chairman, and Thomas P. Wright senior vp. Robert Schaefer succeeds Mr. Connor as exec vp.

• **Ward Industries**, New York, has named Don Kemper Inc. to handle advertising for three of its divisions: Prosperity Co., maker of laundry and dry cleaning equipment; Ward's heavy military equipment division, Portland, Me.; and House of Kleen, a coin-operated dry cleaning franchise. The former agency for Prosperity was W. C. Hartman Agency, Syracuse. The other divisions had no previous agencies. The company is expected to spend about $500,000 in 1962.

• **Taft Broadcasting Co.**, Cincinnati, has canceled the Dec. 3 telecast of ABC-TV's "Bus Stop" on its stations—WKRC-TV, Cincinnati; WTVN-TV, Columbus; WKYT, Lexington; and WBRC-TV, Birmingham. Taft said the show was "too rough" in the areas of sex and miscarriage of justice. ABC said several other stations have notified the network that they would not carry the hotly contested show, which features singer Fabian as a psychopath. The network would not name the stations. Two scheduled sponsors, Brown & Williamson Tobacco Co. and Singer Sewing Machine Co., canceled out of the show earlier. Warner Bros. Co. (Blaine-Thompson Co.) then picked up a minute participation.

• **Pemco division of Glidden Co.**, located in Baltimore, has named Meldrum & Fewsmith, Cleveland (which handles virtually all of Glidden's advertising), to handle its account. Pemco, acquired by Glidden last month, makes porcelain enamel and ceramic frits, and inorganic colors. The account, billing in excess of $200,000, formerly was handled by Emery Advertising Corp., Baltimore.

• **C. A. Olsen Co.**, Elyria, O., manufacturer of Moncrief and Luxaire gas, fuel oil, coal and electric furnaces, and central residential air conditioning systems, has named Carr Liggett Advertising, Cleveland, to handle its account, which bills about $100,000. Olsen formerly placed its advertising direct.

• **Dr. Elmer W. Engstrom** has been promoted from senior exec vp to president of Radio Corp. of America, New York, succeeding John L. Burns, who resigned. Mr. Burns will continue to serve the company on special assignments from David Sarnoff, board chairman.

• **Reuben H. Donnelley Corp.**, New York, and American Aviation Publications, Washington, have agreed in principle to Donnelley's planned acquisition of AAP's official airline guides and related guide publications located in Chicago. AAP magazine properties are not involved in the sale, which is expected to take effect next April.

• **Whitehall Laboratories** division of American Home Products, New York, will take $700,000 of its ad money for Anacin out of supplements and small circulation magazines in 1962 and place the sum in newspapers. Mass magazines will be retained. John F. Murray Advertising is the agency.

• **Reader's Digest Music Inc.** this week moved its $2,000,000 popular records account from Maxwell-Sackheim-Franklin Bruck to Schwab, Beatty & Porter, following the naming in September of Walter Weintz as vp and creative director of Schwab. Mr. Weintz was circulation manager of *Reader's Digest* until 1958, when he resigned to open his own business. Schwab also has $200,000 in Digest Great Music billings; the opera records' portion, previously worth $20,000, is being greatly stepped up. On Dec. 7, the *Digest* will start mailing its new 48-page compact magazine, "Reader's Digest Music Guide," to 500,000 of its records customers.

Doctors Urge Ad Control to Curtail Smoking by Teens

Panel Likens Dangers to Alcohol; Calls for Similar Industry Self Regulation

WASHINGTON, Nov. 28—A panel of four doctors, including a cancer specialist from the National Institutes of Health, told the District of Columbia Medical Society last night that tobacco is such a dangerous "environmental toxin" that it should be controlled at least as strictly as alcohol.

All four panel members agreed that the tobacco industry and the government are failing to come to grips with problems raised by increased use of tobacco. One of the panel, Dr. Michael B. Shimkin, cancer specialist at the National Institutes of Health, declared, "Were we speaking of spinach, the selling of spinach would now be a capital offense."

Dr. Shimkin and Prof. Richard H. Overholt, a surgeon at Tufts University, Boston, each drew the analogy between alcohol and tobacco. They argued that the least the government and the industry should be doing is to make tobacco less accessible to young people, and eliminate advertising campaigns which are directed at teen agers.

■ Dr. Shimkin's views on tobacco have been expressed before other medical groups in the past. He contends that the facts about tobacco have been "crystal clear" to researchers for at least seven years, but that the industry and the government regulatory agencies have been refusing to face them.

"There are some differences in the menaces raised by alcohol compared with tobacco," he says, "but which is worse is hard to say.

"Alcohol is worse in the sense that the drunk may be a menace to other people. The smoker is dangerous only to himself, but from the personal standpoint, tobacco may be more harmful."

Dr. Shimkin said he is not advocating prohibition, and he is not suggesting that cigaret advertising be wiped out. But he said the appeals used by cigaret advertisers are "shameful." He suggested that proper regulatory bodies "look at the situation and arrive at a rule of conduct."

■ He complained: "Cigaret advertising equates smoking cigarets with bravery, sexual virility and social status, and in view of the campaign, it is little wonder that so many youngsters smoke. We must change this picture. We have an obligation to our children."

(Six top cigaret advertisers spent about $150,000,000 in 1960, according to tabulations in ADVERTISING AGE, Aug. 28.)

Dr. Shimkin said two steps ought to be taken: (1) Protect the children, and (2) in some way regulate the advertising. "An occasional statement by a government agency can't counteract advertising on the half hour and every 15 minutes," he exclaimed.

■ He said tobacco ads which imply that cigarets are safe are "unforgiveable" and "insupportable." He referred with approval to a recent court of appeals decision in Philadelphia which held that cigaret ads can involve an implied warranty if they imply that the product can be used safely, when in fact it may cause injury (AA, Nov. 6). #

Who Reads Newspapers, When, How, Why Is Told in BofA-AANR Report

(Continued from Page 3)

read newspapers. This includes 42,427,000 men (81% of the total) and 47,140,000 women (79%). Some 80,940,000 of the adults are members of subscriber households, or buy one or more newspapers from a newsstand. Another 8,627,000 are divided between families where someone has bought a newspaper and families who get it on a pass-along basis from someone outside the home.

About 72%, or 9,456,000, of the nation's 13,221,000 teen agers read a newspaper on the average weekday; this includes 74% of the boys and 69% of the girls.

On an average weekday, 66% of the adults read one daily, 27% read two dailies, 5% read three, and 2% read four or more. In 78% of the cases, each copy of the newspaper is read by at least two family members. There is a total of 205 adult readers and 21 teen readers for every 100 copies sold. Added up, it all comes to something like 125,500,000 newspaper readings by adults, and another 12,750,000 readings by teen agers every day.

Newspapers' reach "accumulates" through the week: it goes from 80% of the adults who read on any one weekday to 88% who read it once or more in a five-day period. On Saturdays, when newspaper circulation drops, 74% of the adults read the medium. One newspaper in every three, or 563, has a Sunday edition, mostly in bigger markets. Around 39,205,000, or 73%, of U.S. households get one or more Sunday papers. These are read by 73,833,000 adults (65% of the men and 67% of the women) and by 60% of the teen agers. The average readership is 1.2 newspapers on Sunday for each adult and teen ager.

Audience Ratings in Newspaper Study

Percentage of Adults Giving Highest Score

	Newspapers	Tv	Magazines	Radio
"First to introduce new products"	60%	71%	57%	45%
"Interesting and imaginative ads"	54	66	67	37
"Good description of products"	60	57	59	40
"Good taste in advertising"	63	47	64	44
"Advertising can be trusted"	58	41	57	40
"Tells all you need"	50	40	48	34
"Sticks to facts"	63	40	56	41
"Useful information"	71	58	65	54
"Tells where to buy"	83	53	41	56
"Meant for people like me"	61	52	50	45

Audits & Surveys reported that 66% of all readers saw the last five weekday and last four Sunday newspapers; 14% read all of the last five weekday issues but not the last four Sunday newspapers, and 20% didn't read all of the last five weekday newspapers.

Market Reach

In cities with a population of 500,000 and over, in 91% of the households, one or more of the persons read a newspaper on an average weekday. In the 50,000-to-499,999 bracket, the figure is 93%; in suburbs under 50,000, it's 89%; in places of 2,500-to-49,999, it's 86%, and in rural areas under 2,500, the figure dips to 72%.

Sunday newspapers, according to the survey, are read in 87% of the big-city (500,000 and over) households. The figure drops to 52% for rural areas, while the over-all U.S. average is 73%.

By region, 92% of the households in the Northeast read a newspaper on the average weekday. This is followed by 88% in the north central and western areas, and 78% in the South.

When it comes to readership in urbanized areas, however, the totals drop to 80.2% for the Northeast, 77.7% for the West, 68.7% for the north central U.S. and 58.5% for the South.

Among non-whites, newspapers are read each weekday by 76% of the 5,952,000 U.S. households. The figure jumps to 83% among Negro households in the northern and western states, and decreases to 70% in the South.

For all U.S. adults, the weekday readership climbs from 72% in the 15-to-20 age segment to 83% for those 30-to-39, then drops to 78% for those 55-and-over.

Concentration

On the educational levels, the newspaper study said weekday readership almost reached a "saturation" point of 89% for post-graduates; yet it was as high as 45% for those who didn't get past the fourth grade. Teen agers who graduated from high school scored 87%. Also, between 1940 and 1960, total weekday newspaper circulation rose 43%, while the 21-to-64 adult population increased only 22%.

Newspaper reading increases steadily with income, from 70% for households whose annual earnings are less than $3,000 to 95% for those with an income above $10,000. The newspapers-per-reader figure increases from 1.2 a day for below-$3,000 to 1.6 for the above-$10,000 group. On the other hand, average daily readership for the "consumer elite" (those who hold hotel, restaurant or airline credit cards) is 1.7 newspapers a day. Gasoline credit card users have a 91% daily readership figure. Those with charge accounts at non-food stores show 85%.

Established Habit

About 71% of U.S. newspapers are received via home delivery, usually by newsboy; 19% are obtained from a store or newsstand; 1% from self-service racks, and 9% from other sources. They are read 90% of the time at home; 6%, at work; 3%, while visiting; 2%, on the way to work, and 1%, in restaurants and other places.

The dailies are read 32% of the time after dinner; 10%, before or during breakfast; 11%, after breakfast; 2%, around the noon meal; 12%, in the afternoon; 3%, other times, and 36% of the people have no regular reading time. The typical reader picks up his newspaper 2.4 times each weekday, the report said.

■ In somewhat of a swipe at broadcast media, BofA's Mr. Bogart said, "We could multiply our exposures per newspaper by the numbers of newspapers per day, or per week, and come up with boxcar numbers that would look even better. But that's no way to appraise a medium." His comment drew loud applause from the ad gathering.

There were 71% of the people who said they read a newspaper thoroughly; 27% who scan quickly, and 2% who look only at a specific section.

One or more morning newspapers are read by 44% of adults, and one or more afternoon newspapers by 57%. About 21% of the public reads at least one morning newspaper and one afternoon newspaper. There were 42% who said they spend 40 minutes or more with a newspaper. The hometown concept got a boost when it was revealed that, four out of five times, the reader's newspaper originates in the same county or metropolis, regardless of size. Among smaller and larger newspapers alike, about half the reading comes from places where the paper's circulation-penetration level is more than 35% of the households. The other half is from areas where the newspaper has stiff competition.

Intimacy with People

To the question, "Which do you feel closest to—radio, tv or newspapers?"—readers answered: Newspapers, 40%; tv, 33%; radio, 14%; no preference, 13%. There were 65% who said they'd prefer to learn about pleasant news in newspapers, and 17% who said tv. For the place they'd least like to find unpleasant news, the figures were 43% and 29% for newspapers and tv, respectively.

Some 49% would "feel lost" without newspapers, while 28% feel the same way about tv.

Active Use of the Medium

The survey said 53% of the readers clipped some newspaper item in the last three months; 39% mentioned a newspaper item to someone else in the last week, and 37% showed or read the item to someone else in the same period.

Active Use of Advertising

Around 84% of women readers, and 75% of the men, like to look at newspaper ads, even when they're not planning to buy, while 22% of the men and 13% of the women check the ads only when they intend to purchase.

On cars, 40% of the men who expect to buy a new auto in the next 12 months like to look at new car ads, and 27% like to read about used cars. Of the men who don't intend to buy, 33% still enjoy looking at new car ads and 21% at used car ads, according to the study.

In the past three months, 23% of all readers said they bought by mail or phone some item advertised in newspapers; 28% reported clipping an ad, and half of these recall buying the product whose ad they clipped. #

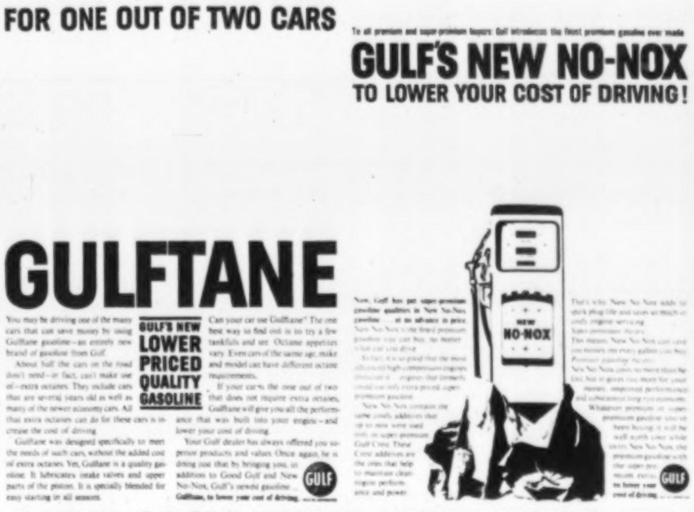
Six Canadian Pulp Producers Pay $60,000 for Study

NEW YORK, Nov. 29—The chairman of the newsprint information committee, which comprises the six Canadian newsprint companies that shelled out $60,000 for the newspaper industry's first national readership study, said the step was taken to "help maintain and better the newspapers' competitive position."

Douglas W. Ambridge, president of Abitibi Power & Paper Co., one of the backers, said it is "in the interests of newsprint producers to work closely with their prime customer." The sextet produces about 40% of Canada's newsprint tonnage.

The other underwriters were Anglo-Canadian Pulp & Paper Mills Ltd., Anglo-Newfoundland Development Co., Donnacona Paper Co., Macmillan, Bloedel & Powell River Ltd., and St. Lawrence Corp.

The project they financed involved a probability sample by Audits & Surveys of 4,826 interviews with individuals, 15 years of age and older, in 2,449 households. #



FOR ONE OUT OF TWO CARS

GULFTANE

GULF'S NEW LOWER PRICED QUALITY GASOLINE

GULF'S NEW NO-NOX

TO LOWER YOUR COST OF DRIVING!

NEW NO-NOX
GULF
GULF

TWO-IN-ONE—*Gulf Oil is running two separate page ads in the same issue of newspapers to pump its market-by-market introductions of Gulftane and No-Nox gasolines.*

Gulftane Debuts Spark Price Cuts

(Continued from Page 1)

pages in *Family Weekly*, *Life*, *Look*, *Parade*, *Reader's Digest*, *The Saturday Evening Post*, and *This Week Magazine*, plus "Here & Now" over NBC-TV, which is being terminated Dec. 29.

■ The tv schedule was supplemented this morning by Gulf's sponsorship of NBC-TV's coverage of the historic two-orbit ride of Enos, the chimpanzee, in a U.S. space capsule.

Newspaper schedules, however, are expected to carry the ball for a while due to the market-by-market penetration Gulf has set up for No-Nox and Gulftane. To date neither gas has appeared on tv. Radio, for the most part, has been absent, save for midnight-to-5 a.m. commercials over KDKA, Pittsburgh.

Young & Rubicam, New York, is handling the Gulf campaign.

GULF TO PUT SPECIALTY PRODUCTS IN SUPERMARTS

HOUSTON, Nov. 30—Gulf Oil Corp. is planning to move many of its specialty products onto the shelves of supermarkets and grocery stores in 39 states by early 1962. The company is arranging to distribute its products, such as household and farm insecticides, waxes, household oil and lighter fluid through established food brokers.

Field representatives have been appointed by the company to push the specialty lines in each of the company's 16 marketing divisions in the U.S. #

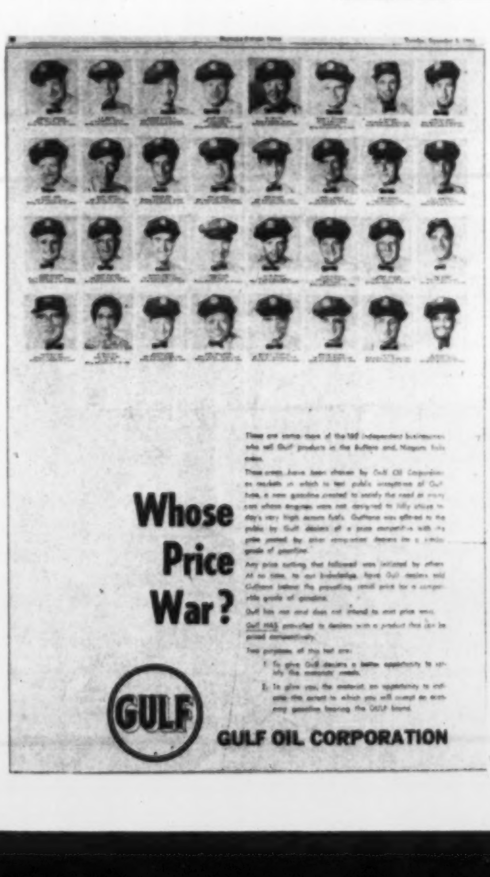
Vanguard Names Officers; Cunningham to Dudgeon

Vanguard Advertising, new Detroit agency (AA, Nov. 27), has named Jay W. Courage president and Ray D. Eisbrenner vp and treasurer. The agency was formed by the two men, both formerly with Dudgeon, Taylor & Bruske, Detroit. Mr. Courage, while at Dudgeon, Taylor, was exec vp and account executive on the M. C. Mahon Co. account.

Meanwhile, Robert Cunningham, formerly with Denham Co., Detroit, has joined Dudgeon, Taylor as vp and account executive on Mahon, succeeding Mr. Courage on the account.

EARL G. BATZ

ST. LOUIS, Nov. 28—Earl G. Batz, 52, secretary-treasurer of Batz-Hodgson-Neuwoehner Inc., St. Louis agency, collapsed and died Nov. 25 at Westborough Country Club, St. Louis. He had been playing golf with one of his business partners, Charles A. Hodgson.



Whose Price War?

GULF OIL CORPORATION

ONLY A TEST—*Following charges that it had started a gasoline price war in Buffalo, Gulf ran this page in the Evening News, protesting it was not starting a price war, just introducing and testing a new gasoline, Gulftane.*

RAISINBREAD SWEEPSTAKES
RAISINTOAST
RAISINBREAD TOAST TO TRAVEL SWEEPSTAKES

TRAVEL TOAST—*The California Raisin Advisory Board, Fresno, will use point of purchase (shown above) and color pages plus a facing column in Sunday magazine sections on Feb. 11 and 18 to introduce its second annual "Toast to Travel" sweepstakes promotion for raisin bread. J. Walter Thompson Co. is the agency.*

Sale of 'Honolulu Star Bulletin' Fought by Mrs. Farrington

Honolulu, Nov. 28—Continued attempts will be made here by Mrs. Elizabeth P. Farrington to "un-do" the sale by majority stockholders of the *Star Bulletin* for $5,700,000 to a group of Hawaiian business men.

Mrs. Farrington resigned as president of the *Star Bulletin* after charging that the 107,940 shares sold were "worth more" and that higher bids from Mainland interests were rejected, including bids from Scripps-Howard Newspapers and Ridder-Johns.

The purchasing group was headed by J. B. Atherton, president of Hawaiian Telephone Co., and a member of the *Star Bulletin's* board of directors for many years.

Others in the group include A. S. Atherton, assistant vp of Hawaiian Trust Co.; J. T. Waterhouse, vp of Alexander & Baldwin; former Territorial Judge William H. Heen; W. H. Hill, president of Hilo Electric Light Co.; and Chinn Ho, president of Capital Investment Co.

■ Over objections of Mrs. Farrington, trustees of the Wallace Rider Farrington Estate accepted the purchasing group's bid of $53 a share for the 51.4% of the 210,000 shares of the *Star Bulletin*.

Mrs. Farrington earlier had obtained a temporary restraining order which later was dissolved by Circuit Judge R. E. Jamieson. She had charged not only that the "sale price was lower than the value of the stock" but also that three trustees "had a conflict of interest due to the fact that they own stock in the corporation."

■ The trustees include Riley H. Allen, who had been with the newspaper for 50 years until his retirement as editor in 1960; retired Gen. E. H. Leavey, former chairman of IT&T and a son-in-law of Wallace Rider Farrington; and Paul L. McIlree, who resigned in 1960 as vp of the corporation.

■ The corporation owns not only the *Star Bulletin* but also radio stations KGMB, Honolulu, and KHBC, Hilo, as well as KGMB-TV and the *Hilo Tribune Herald*. Also involved is a commercial printing plant, real estate and a half interest in Honolulu Lithograph Co.

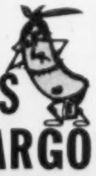
The purchasing group has indicated it planned to offer the same purchase price to minority stockholders and later to make stock available to the public. There are 15 minority stockholders.

The offer valued the entire corporation assets at $11,130,000, with the *Star Bulletin* representing approximately 75% of the total.

The transaction, if it is not blocked by further action by Mrs. Farrington, will be subject to approval by the FCC in relation to the broadcasting stations. #

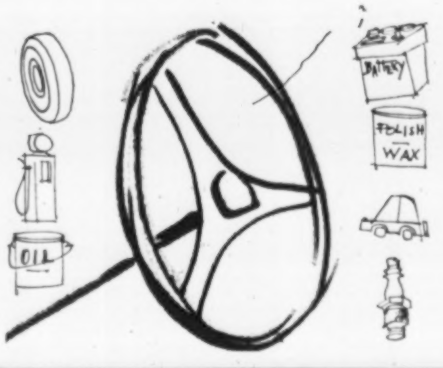
Louie's Picks Scott

Louie's Frozen Foods Inc., Waukegan, Ill., has appointed R. Jack Scott Inc., Chicago, as its agency.


ANY INDIANS IN FARGO?

Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with

THE FARGO FORUM



Want To Sell A Million Drivers?

642,657,143 Gallons of Gasoline . . . 54,163,210 Quarts of Oil . . . 4,590,000 Spark Plugs . . . 1,866,600 Tires . . . 229,500 Batteries . . . A huge volume of replacement and car-operation items for over 9 Billion driving miles annually are *PURCHASED* by the responsive readers (car owners) reached only through MOOSE Magazine. Want to sell the million Drivers? (The rate—and results—will delight you!)

EXTRA Volume purchases for Awards—Prizes through 1,890 Moose Clubs, too! Clubs alone spend over $35,000,000.00 annually for needs of the more than 1,500,000 visits each month.

CLIP TO YOUR LETTERHEAD AND MAIL TODAY FOR FULL DETAILS

Mail to
MOOSE MAGAZINE
Dept. AA6—100 East Ohio St.
Chicago 11—(Or phone
DE 7-3090)

Your Name .... Position
Company ....
Address ....

WHO-TV
WHO-TV
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WHO-TV
WHO-TV
WHO-TV
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HOTBED!

Central Iowa is a hotbed of consumer buying activity. It's sparked, but no longer dominated, by the farm dollar. Booming industries (including 43 new ones during the first 7 months of '61) give this area a profile of prosperity and widely diversified growth. For 6 consecutive months in '61, Des Moines has ranked among the Nation's top 37 markets (Sales Management).

WHO-TV's primary coverage area includes all of Central Iowa. It represents a vital $2.5 billion market for advertisers. Less than half of the area's total income now comes from agriculture. But the Central Iowa farmer is still extremely important. His average annual income: $14,700

WHO-TV programming, audience promotion, and services are aimed at *every* segment of this important market. Sell *all* of Central Iowa, *all* the time, with WHO-TV. See your PGW Colonel for availabilities.

Sources: Sales Management Survey of Buying Power, May 10, 1961; SRDS, June 15, 1961; and U.S.D.A. Census Reports.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC and **WOC-TV**, Davenport

WHO-TV
Channel 13 • Des Moines
NBC Affiliate

Peters, Griffin, Woodward, Inc.
National Representatives

This Week in Washington . . .

Option-Program Probes May Give FCC Whip Hand in Net Regulation Struggle

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 30—The Federal Communications Commission has been involved in studies of television networks for so long that there may be a tendency to assume that investigating is an end in itself. Now, however, the networks and the commission will soon be facing a "moment of truth."

On Dec. 4 the commission will hold what probably will be the last public argument in the five-year discussion of and litigation over option time. And on Jan. 9—even before FCC has a chance to take a vote on the option time issue—the commission will be calling top executives of the three tv networks for what is supposed to be the final round of conferences in the massive investigation of television programing procedures.

■ The option time issue raises some thorny problems for the Kennedy administration. Since most communities have no more than two or three tv outlets, the option arrangements between networks and their affiliates involve serious anti-trust issues. In such a seller's market an anti-trust-minded administration can tolerate time sales restrictions only if there is substantial reason to believe that the elimination of options would result in a deterioration of the tv service available to the public.

In the past, a closely divided commission has held that networks are essential to good tv service, and that the option arrangements between networks and affiliates are necessary for the survival of the networks. Now, however, there are newcomers, and some new points of view.

The option time arrangement was developed in radio to assure program clearance at a time when networks offered only live programing. Originally the networks were contracting for the entire evening period, and FCC expressed concern that stations were precluded from offering any outlet for local programing. Even under a militant chairman, however, —James Lawrence Fly—FCC eventually came around to the view that the survival of networks was sufficiently important to justify an FCC-approved arrangement which allowed networks to option three out of four evening hours.

■ But when the option time arrangement was carried into television, FCC and Congress eventually were deluged with complaints. In all but a handful of markets, networks achieved almost complete control over the prime evening time. A series of congressional and FCC investigators agreed: As a practical matter, advertisers and program producers were left in a position where they had to come to terms with the networks if they wanted evening exposure.

Although the Department of Justice took an emphatic anti-option time position, the FCC, under its former chairman, John Doerfer, decided that anti-trust considerations should not be controlling. A 4-3 majority was convinced that the elimination of option time would lead to widespread "checkerboarding," and to the destruction of networks.

The Doerfer majority was convinced that the weakening of networks would result in a serious loss of service to the public. In a decision which became effective Jan. 1, it compromised the dispute by reducing the network portion of the evening segment from three hours to two and a half.

■ In its current evaluation of option time, FCC could reach a different conclusion. There are newcomers with fresh views, on the commission and in key staff positions. There may be less readiness to assume that networks need all the security that the FCC-approved option arrangements provide for their program clearance operations.

In a sense the option time study and the network programing investigation may be fusing into one coherent picture. As a result of its mammoth programing study, FCC has learned a great deal about the kind of programs which networks are offering, and the factors which influence programing decisions.

During the current season, networks are carrying a heavy schedule of public affairs programing. FCC Chairman Newton Minow has expressed his concern about the difficulties which networks have in clearing this kind of programing with affiliates. Whatever the shortcomings of public information programing may be as a salable commercial proposition, this kind of programing is bound to weigh heavily in the favor of the networks when the need for option time arrangements is considered.

■ But there are other aspects of network programing which are going to prove to be a serious liability. In the current season, the networks have all but abandoned the field of live dramatic programing. Yet this is one of the unique programing services which networks have been able to offer in the past, and one of the most compelling reasons why network programing required simultaneous clearance.

By the same token, the network schedules are heavy with filmed westerns and detective stories. The need for simultaneous network clearance for filmed and taped programing is certainly less persuasive than the need for simultaneous exposure of live programs in pre-tape days.

Some within the FCC are wondering now: Is it right that networks use a special dispensation from the FCC in order to assure clearance of this kind of material? Does it make sense—from the standpoint of public policy—for the FCC to intervene so that one filmed western broadcast by a network has a contractual advantage over another filmed western placed individually on stations by a film syndicator?

■ The networks meet this reservation by warning that their financial stability is at stake. Each is outdoing the other in the production of fine quality public affairs programing. The profits from the westerns and detective stories, it is argued, make up for the losses in the field of public affairs.

This is an argument which could come back to haunt them when the showdown conferences on programing policy are held in January. When the networks try to defend option time on the basis of a need to sell a package of network programing, they invite closer FCC scrutiny of their over-all product.

Only the most superficial observers believe that any respectable number of the members of FCC are interested in establishing authority for the government to tell broadcasters what they should do in the way of programing. But FCC is looking for ways to make sure that the public gets a selection of programing that meets the differing needs of various elements in our society.

BETTY CROCKER HAS A BRAND NEW FLAVOR IN 2 NEW MIXES
TOFFEE
SWIRL CAKE MIX

TOFFEE—*General Mills will launch a national drive for its new Betty Crocker toffee swirl cake and toffee fudge frosting mixes on tv Dec. 11 and in the January issues of Family Circle, The Saturday Evening Post, This Week and Woman's Day. Batten, Barton, Durstine & Osborn is the agency.*

■ Once the networks argue that clearance of westerns through the use of option arrangements is justified in order to protect a network package, it would be surprising if the same argument were not turned against them.

The "price" is obvious: Assurance that programs placed with the option will represent a "balanced" package, designed to meet the needs of the entire viewing "spectrum"—not a very onerous requirement, since networks instinctively try to do this anyway, but nevertheless a significant break with the past.

Existing option restrictions are imposed as limitations on the freedom of broadcasters which hold FCC licenses. Through the grant of new option arrangements, FCC could achieve for the first time direct regulatory control over the networks themselves. #

'N.Y. Times' Int'l Edition Pushes on Into Latin America

NEW YORK, Nov. 27—The *New York Times* is planning to spread into Latin America with its international edition.

On Dec. 1, the *Times* will start air-carrying copies to reach these countries the day after publication: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Uruguay and Venezuela. Peru will be added Jan. 1. The South American distribution will be in addition to 34,000 copies currently sent throughout Europe and to Africa and the Middle East on the date of publication.

The *Times* will discontinue the South American portion of its *Weekly Review*, an eight-page weekly wrapup based on the U.S. Sunday edition, when its international entry takes over. Manila, Melbourne and Tokyo are *Weekly Review's* other bases.

The *Times* launched its international edition in October, 1960, via electronic typesetting, which enables it to publish in Paris about the same time the New York presses lock up. The newspaper's western edition, set for late 1962, expects to use the same mode of transmission. #

Singapore Hotel to Miller

The Singapore Hotel, Miami Beach, has named Miller Advertising Agency, New York, to handle its account.

Most Ad Group Heads Approve of Ad 'General Staff'

(Continued from Page 3)

lack of awareness about future legislative pitfalls. The lack of a single industry spokesman has seriously undermined our future. We have long felt that the AFA, with its grass roots structure, could do such a job."

Mr. Proud said he wished it hadn't been necessary to write the editorial. "But," he said, "it was.

"We are quite well aware of the need for stronger affirmative action. The advertising business reacts instead of acts, and this is our major problem."

Mr. Proud added that many advertising leaders have strong feelings on the subject but none can assume the right to speak for all the industry, "and therefore it goes by default." He noted that "each of us" makes contributions in special areas, and referred to AFA work in the education and legislative fields. But, he said, there was not enough financial and psychological support.

John Freeman, president of the Assn. of Industrial Advertisers, said it would be desirable to have an over-all coordinating unit, "but I would hate to have the job of making it work."

Mr. Freeman said various advertising groups appear to be working more effectively to do better advertising and are on the way to getting a better image. However, he said, "It might be extremely difficult to create and operate such a unit and make it work."

Nevertheless, he added, "I wish it could happen."

William K. Beard, president of Associated Business Publications, said an over-all unit is "quite feasible and probably very desirable, and maybe we have the nucleus already available."

He added that the inter-association group within the department of commerce might be regarded as the nucleus of such a unit.

Robert DeLay, president of the Direct Mail Advertising Assn., called AA's suggestion for an advertising general staff "an excellent recommendation." He said that because all associations have their own selfish interests to meet, "the whole advertising picture doesn't get the examination it needs."

Agreeing with AA's contention that advertising in general is over-organized, he added that in this area it's "under-organized," because there's no unified voice speaking for the whole industry.

"I would be all for it, and so would our association," Mr. DeLay said.

Fred Gamble, president of the American Assn. of Advertising Agencies, disagreed with the editorial suggestion that a "general staff" be set up. "The joint committee that the Four A's has set up with the ANA for the improvement of advertising content is as constructive an action as can be taken," he said.

Mr. Gamble also asserted that the editorial "would do more harm than good, because it does not take into account the facts—the legal and the practical facts." Advertising interests could not have done what the editorial suggests, he said, adding, "We don't have access to the necessary facts.

"The editorial writer makes his usual mistake of personifying 'advertising' as something apart, instead of recognizing that all advertising is somebody's advertising," Mr. Gamble said.

Charles B. Burkhart, president of Outdoor Advertising Assn. of America, made the following statement: "The idea of a coordinating unit to utilize the resources of existing advertising organizations in behalf of the entire advertising business could well serve two purposes.

"First, it could provide a united voice that combines the strength of all advertising. Secondly, it might be useful in drawing the attention of certain elements in advertising to the fact that an attack against any segment of advertising can place in jeopardy all of advertising.

"If this can be accomplished, perhaps we can retard the cannibalism that is practiced by some members of the industry on some of their beleaguered companions in the advertising boat that is being so violently rocked. If these two things can be accomplished, the good would more than offset the bad that is implied by attempting to solve a knotty problem by the formation of still another committee."

Robert C. Pace, secretary of Newspaper Advertising Executives Assn., told AA that he could see no reason for an additional advertising committee. He said he felt that the Committee for Improvement of Advertising Content, sponsored jointly by the Assn. of National Advertisers and the American Assn. of Advertising Agencies, could function as the over-all industry coordinating unit.

"The machinery is available," Mr. Pace said. He pointed out that the committee was endorsed earlier this year by NAEA.

Edward C. Nash, executive secretary of Agricultural Publishers Assn., said he thought "a general staff for advertising was a good thing, provided it represented all facets of the advertising field and that it was authorized to speak for the industry."

He warned that unless the "general staff had the authority to act for the ad field, without having to report back to all segments of the industry on every problem that arose," it would be no better than existing ad committees.

"The idea is a sound one," Mr. Nash said. "We need one strong voice for advertising."

William Mee, executive director of the Point-of-Purchase Advertising Institute, said he was in "wholehearted agreement" with AA's editorial. Mr. Mee added that it's time the industry "stopped its defensive chatter and moved into a more aggressive stance."

However, he said, the problem is lack of funds: "Most associations are budgeted right up to the teeth." He suggested that "some sort of allocation could be built into the budget right at the beginning," and he said that Popai would be willing to carry its share.

Charles T. Lipscomb Jr., president of the Bureau of Advertising, American Newspaper Publishers Assn., thought it was a "good idea" to have a group adopt a "firm stance on advertising's position."

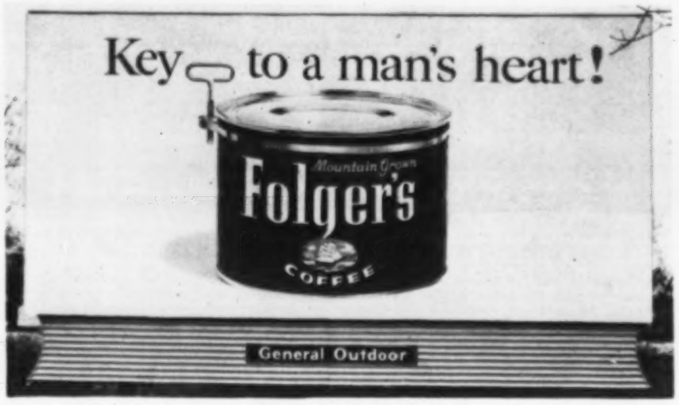
The BofA boss said, "You can't anticipate" the results of such a move, but "it should be talked about and its position utilized in a positive way." #

Evans Joins TvB

Jacob A. Evans, formerly managing editor of *The American Weekly*, has been appointed director of the central division of the Television Bureau of Advertising. He succeeds George G. Lindsay, who has resigned to join Feature Merchandising, in-store merchandising organization, as a vp.

Loizeaux Joins Buchen

Charles E. Loizeaux has joined Buchen Advertising, New York, as director of marketing services. He formerly was associated with Compton Advertising, McCann-Erickson and G. M. Basford Co.



BLEED PANEL—*General Outdoor Advertising last week unveiled its new "bleed style" panel, which has no traditional picture frame trim. A. L. Bauers, vp, and the GOA engineers designed the new board.*

Art Kudos to Schlitz, Armour, Sara Lee, American Bakeries

CHICAGO, Nov. 28—There were four double winners in the 29th annual advertising art competition sponsored by the Art Directors Club of Chicago. Jos. Schlitz Brewing Co., Kitchens of Sara Lee, American Bakeries and Armour & Co. each won two awards at presentation ceremonies last week.

Among agencies, J. Walter Thompson Co. and Young & Rubicam led the parade, each having three awards going to their clients.

The winners, with their agencies or art directors:

Television medal awards—Jos. Schlitz Brewing Co., J. Walter Thompson Co.; General Mills (Bisquick), Knox Reeves Advertising; Armour & Co., N. W. Ayer & Son; Kitchens of Sara Lee, Hill, Rogers, Mason & Scott.

Television merit awards—C. A. Boushelle & Son, Caruso, Malis & Worn; State Farm Insurance, Needham, Louis & Brorby; General Motors (Frigidaire), Kircher, Helton & Collett; Schlitz, Thompson; 7-Up Co., Thompson.

Special medal award—Container Corp. of America, for its portfolio of Great Ideas.

Print medal and merit awards—Show Business Illustrated; American Bakeries, Young & Rubicam (two awards); A. J. Nystrom & Co., Burton Cherry & Associates; First National Bank of St. Paul, Batten, Barton, Durstine & Osborn; Marshall Field & Co.; Argo Record Corp., Robert Trendler; Armour, Y&R; International Minerals & Chemical Corp., Lawrence Holmberg Co.; Illinois Committee to Abolish Capital Punishment, HMH Publications; Abbott Laboratories; B. F. Goodrich, Foote, Cone & Belding; Sara Lee, Hill, Rogers. #

FDA Seizes 2 Food Products for Inadequate Labeling

The Food & Drug Administration has made two seizures in which food marketers were charged with failure to make adequate disclosure of required labeling information. One seizure involved Circus salted cashew nuts and Circus salted smokehouse flavored cashews, product of the Circus food division of U.S.T. Co. Products, San Francisco and Philadelphia. FDA contended quantity statements were in small type near the bottom of the bag, against a poorly contrasted background.

FDA also seized a shipment of Fenn's Butter Brickle candy bars, made by Fenn Bros., Sioux Falls, S.D. It claimed quantity and ingredients statements had been placed behind opaque materials in a position where it could not be read until the package of six bars was broken open.

Westport has excellent schools,
beaches, moorings and a community club-park.
My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.
Big 2-car garage, playroom, laundry, sundeck.
High, drained wooded acre, on circle of a dead-end maintained road.
Oversize screened terrace close to dense woods makes a cool living room.
Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

break the rules

and make some sales in booming Iowa. Market ratings that show Des Moines far down the list distort the facts. For example, with 50% or better coverage in 76 Iowa counties The Des Moines Sunday Register ranks No. 12 among America's metropolitan county areas. Key business indicators point upward in Iowa — retail sales, personal income, employment, home and heavy construction. So it makes sense to sell the whole booming state with the hometown paper for the whole state of Iowa . . .

IOWA

DES MOINES REGISTER AND TRIBUNE

PIN DOWN ALL THE IOWA FACTS. CALL NEWSPAPER MARKETING ASSOCIATES — NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO.

"Well, we decided one thing, anyhow: we include Charleston-Huntington and WSAZ-TELEVISION."

Here are the sound, dollars-and-cents facts that make this decision *for* you! The dynamic Charleston-Huntington market includes 4-states, 72-counties in the very heart of the "American Ruhr" region of the great Ohio Valley. Here there are nearly half a million homes and over two million industrious people spending $4 billion a year. And the only television station seen everywhere in the entire market is WSAZ-TELEVISION. And no wonder! WSAZ-TELEVISION *created* this market through its power and programming. For more about this newest Goodwill Station, and why it belongs on your must-buy list, see your Katz Agency man.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 50,291

HELP WANTED

IF YOU CAN WRITE TECHNICAL COPY with one hand and consumer with the other . . . and you have three or more years of agency experience doing just that . . . please send your resume, including current and previous earnings, to **Jerry Warwin, Wolff Associates, Inc., 418 First Federal Savings Bldg., Rochester 4, N.Y.**

EXPERIENCED COPYWRITER

Career-minded, creative, experienced copywriter to write dynamic copy for leading independent Sunday School publisher in Midwest suburban college town. Salary open. Advancement opportunities. Excellent benefits. Send complete resume to

Box 5453, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Versatile, cost-conscious advertising administrator, who understands Sunday School publishing field. Midwest suburban college town. Salary open. Advancement opportunities. Excellent benefits. Send complete resume to

Box 5454, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SENIOR CREATIVE PRO wanted for new position in our small but well financed and growing agency. Our man knows and talks consumer marketing, yet gets his real kicks out of creating fresh ideas for whole campaigns or single ads. Age will be an asset, as long as he is stable, energetic, and has the desire and ability to contribute. He no doubt has gained his experience with a large agency, but is ready to earn less and live more as he moves to our medium-sized mid-south city. Will work directly with agency principals in client analysis, creative planning, account supervision and new business activities. While this position will pay a livable income, it will appeal, most to the senior adman who is "over the hump" financially. Not interested in part time or consultant arrangements, but will consider persons of semi-retirement status. When replying please include ample information. Your reply will be kept confidential.

Box 5467, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASSOCIATE ART DIRECTOR

Strong on creative layout, able to make substantial contribution to development of campaigns. Eager to grow with fastest growing agency in its market. Up to 40 years old with minimum of 5 years (preferably agency) experience. Excellent career opportunity. Your reply will be held in confidence. Send complete resume, salary requirements and samples (which will be returned) to P. R. Goyert, Farson, Huff & Northlich, Inc., 700 Terrace Hilton Building, Cincinnati 2, Ohio.

ABOUT US . . . Energetic, small 7-person, 33-year-young agency located in a Rocky Mountain vacationland community of 60,000 needs young male wonder to fill many shoes. Art director and client contact capability important. We serve mostly regional and local accounts.

ABOUT YOU . . . Must be stable, creative, have some experience, and willing to start at 6M. Send complete and detailed resume, samples, and references. This is an unusual opportunity for someone who wants to work away from the big metropolitan areas.

Box 27Q327, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

HELP WANTED

RADIO SALESMAN Base Salary $7800. plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses. West Michigan market 350,000. Station full time AM AND FM. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is.

Box 5438, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A SERVICE
for the articulate .... and
their cohorts ....
Molene Personnel **105 W. Adams**
ANdover 3-4424 **Chicago 3**

EXECUTIVES & CLERICAL EXPERIENCED AND TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

"NER" describes hundreds of $7,000-$35,000 Executive job openings monthly. Write for free copy. **National Employment Reports, 105 W. Adams, 830-G, Chicago 3**

ACCOUNT EXECUTIVE with fresh creative ability in copy and campaign planning. Prefer at least eight years experience in consumer products. Ours is small agency with excellent potential, located in attractive southern city. Income low five figures. All replies confidential.

Box 5466, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ELECTRONICS AND NUCLEAR

Marketing Specialist, age 34, degree. Experience (industrial equipment) includes agency liaison, market analysis, promotion, product publicity, etc. Strong technical background. Wants $12,000 worth of responsibility. New York to Philadelphia area.

Box 5459, ADVERTISING AGE
630 Third Ave., New York 17, New York

PROFESSIONAL FREE LANCE WRITER
Specializing in womens' subjects. Campaigns, booklets, scripts. Excellent advertising background. Original, yet practical. Located in Chicago.

Box 5460, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IF YOU'VE SOLD OUTDOOR ADVERTISING !

. . . or if you are presently selling outdoor advertising and can devote some time to a "second line"—we have a short term opportunity for you—it can net you a substantial return very quickly.

Box 168, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ONCE IN A LIFETIME OPPORTUNITY

Protected Franchise Dealerships

Earnings $20,000 and up on a proven National Sales program to men with experience in advertising sales and management. Send resume in confidence to: Box 154, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

MEN AND WOMEN COPYWRITERS

If you have imagination and write with crisp simplicity, we would like to discuss a job offer. As a copywriter in our organization, you are the creative force from merchandise concept to the printed page. We can promise you a challenging and secure future with plenty of opportunity to advance since we build from the ranks. You qualify for outstanding benefits; profit sharing participation, and bonus. Starting salaries range from $450. to $550. per month scaled according to your experience and qualifications. Chicago location. We will acknowledge all letters and resumes.

Box 171, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

KNOW FLORIDA'S UNUSUAL WAYS AND WAGES

Seeking solid advertising position with modest salary and (if agency) a new business commission plan. Past four years advertising manager and consultant in Broward and Palm Beach counties. Home and office now in Pompano Beach. Fine social and business contacts (no accounts to barter). Good expeditor and coordinator. Top 4A experience as contact, copy and idea man on industrial, financial, pharmaceutical real estate accounts.

Box 5456, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION DEPT AGCY OR CORP

All around inside & outside man. Strong on P-O-P, other areas of prom close second. Work on board, design, contact, production. Know suppliers. Most important chal pos with future. N.Y. or N.J.

Box 5464, ADVERTISING AGE
630 Third Ave., New York 17, New York

LAYOUT/GRAPHIC ARTIST

Man 30 with 5 yrs studio & agency exp desires responsible challenging position

Box 5457, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED SPACE SALESMAN AND ADV. MANAGER

14 years AE with adv. agencies. Last 16 years space salesman and ad manager of top business publication. Prefer Chicago based sales position. Complete resume and excellent references on request.

Box 5458, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOTIVATIONAL RESEARCHER

Commercial sociologist with a mixed marketing, business background. Gd. writer-contact. Top refs. Age 33, Married. Member AAPOR.

Box 5455, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

PUBLISHERS REPRESENTATIVE

Established representative wanted to solicit national advertising for new specialized consumer magazine. Will consider exclusive regional coverage arrangement.

Box 5461, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS' ATTENTION NEED WEST COAST REPRESENTATION?

One of our major publishers is opening their own offices, therefore, we have selling time available for a publisher desiring aggressive magazine space selling on the West Coast. **J. G. DAVENPORT ASSOCIATES, 2412 W. 7th Street, Los Angeles 57, Calif. DUnkirk 2-6254.**

ART DEPARTMENT MANAGER ART DIRECTOR-ARTIST

Does your art department need organization, someone with thorough knowledge of adv. art to handle a million details? 25 yrs. exp., flexible, all-around ability.

Box 173, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MEDIA DIRECTOR

We are looking for a man in his early thirties who is now a group media supervisor with experience in both print and broadcast. He must be capable of writing complete media proposals tailored to clients marketing needs and running a department presently staffed with five and growing. The right man will find this an unusual opportunity for growth in personal satisfaction and income. Send resume to James I. Summers, Executive Vice President, Harold Cabot & Co., Inc., 136 Federal Street, Boston 10, Mass.

REPRESENTATIVES AVAILABLE

MEDIA REPRESENTATIVE

Established representative would like proven publication. Consumer and industrial experience. Travel all New England. Thorough knowledge agencies, advertisers and territory. Salary or commission.

Box 5462, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

WANT YOUR OWN BUSINESS? Here is a rare opportunity. Can net $20,000-$25,000 in 12 months, much more thereafter. Localized, est. business paper. Metropolitan area (pop. over 1½-million) near north-shore Chicago. Huge, lucrative advertising mkt. Owner time-swamped in other business will retain part with right man or sacrifice all for under $18M. Write in strict confidence to

Box 5433, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO PURCHASE TRADE MAGAZINE

Growing organization seeks magazine in non-technical field, grossing $50,000 to $250,000, with potential for growth. Just drop us a note, telling about your magazine. We will let you know immediately whether we are interested, and will keep your correspondence absolutely confidential.

Gralla Publications, c/o Larry Gralla, 33 Rockledge Road, Hartsdale, N.Y.

MAGAZINE FOR SALE—7 yr old Radio Amateur bi-monthly West Coast, with national circulation. 3,000 pd subs, 3,000 newsstand sales. 2nd class. Good potential by converting back to monthly & advt. rep on East Coast. Wish to sell due to other interests. **Don Williamson 10517 Haverly St., El Monte, Calif. GIlbert 8-2119**

SPACE SALESMAN

55 year old trade publication wants junior man in Chicago territory. Newspaper and/or hard lines sales and merchandising background preferred. Send full details about yourself, salary range and small photograph to **Box 161, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

23,000 HIGH SCHOOLS

Names and addresses on addressograph plates. Available for addressing your direct-mail promotions. For complete details, write, wire or phone Bob Maxon.

SPECIAL CORRESPONDENTS, INC.
230 East Ohio Street, Chicago 11, Illinois
DElaware 7-1065

DON HARRIS NEEDS . . .

. . . still more authentic first-raters to keep his files replenished, besides these 5 who aren't in them:

ADVERTISING MANAGER, reporting to advertising director, big famous-name company. Ideally 32-39. Consumer experience, sizeable agency or company. Experience with employer's distribution channels not required. Tested advertising coordinator, creative enough to help a top agency do a top job. His whole record must say he's one among many. Send recent close-up snapshot. Fringe benefits 20% of base salary, which could be ....to $16M

COPY, broad farm-market and industrial experience. Some TV-radio $13-14M

ASSOCIATE MARKETING AND RESEARCH DIRECTOR, agency. Market potentials; distribution evaluation; planning, supervision of market and other research; presentations to clients. Consumer goods to heavy industrial. Experience punch-card equipment. Profit-sharing, bonus and $12-13M

ART DIRECTOR, long-established agency, city of 200-300,000, East. Mostly industrial, some consumer. Exceptional man $12M

ALL-MEDIA CO-DIRECTOR, young, high potential for fast-growing $3-4 million agency. Southwest $10M

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

BUSINESS OPPORTUNITIES*

MAN OR WOMAN to assist in overall adv., TV production & merchandising of highly marketable products offering tremendous profit potential. Lifetime opp. w/ guar. royalty that should easily exceed $75,000 1st yr. $15,000 required. **HOllywood 6-3238 (L.A.)**

ONE-MAN, PROFIT-PRODUCING DIRECT MAIL AGENCY

has urge to merge with one or two-man space and time agency. Will consider outright purchase. Replies confidential.

Box 5463, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

DON'T BE A WORKAHOLIC! Find out for yourself how to kick the work habit. Send $1.01 to Cabin 1303, 185 N. Wabash, Chgo. 1. Join **WORKAHOLICS ANONYMOUS!**

ADDRESSOGRAPH OWNERS

50,000 Class 1900 "E" frames, almost new. Will sell for $10 per M. Cost $23.50 per M new. Write **M. R. Irwin, Colonial Poultry Farms, Pleasant Hill, Mo.**

SELL FOR PENNIES

Farm families—over a million of them—use our local classified pages as shopping centers. Details on low rates, high return, from Classified Dept., **Home State Farm Publications, Middletown, Ky.**

ADVERTISING BREEDS RARE BIRDS

Ad-dept. life-easer; buyer's handbook. Copy, 75c. 12 or more, 65c ea. Prepaid. **A. Lee, P. O. Box 1468, Phoenix, Ariz.**

PUBLISHERS'

Looking for good representation in the midwest?

Currently covering this area on a regular basis, this mature, qualified selling team can produce results for you. Newhold Inc. Publishers' representatives.

Box 159, ADVERTISING AGE
200 East Illinois Street, Chicago 11, Ill.

CREATIVE PROMOTION MANAGER

If you're an idea-man . . .

. . . *If* you're a fluent and persuasive writer . . .

. . . *If* you can get maximum creative performance from copywriters working under your direction . . .

. . . *If* you have had several years of promotional writing experience (especially sales presentations and direct mail) with an agency, consumer or trade magazine, or in the advertising department of a manufacturer . . .

. . . *If* you're enthusiatic and ambitious . . .

. . . *If* you're interested in becoming a key management man in the advertising department of a midwestern publisher—a new, responsible position . . .

. . . *If* you meet all of these specifications, sit down at your typewriter today and sell us in your first letter. Also, send a resume and let us know your salary thinking.

Box 175, ADVERTISING AGE
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MARKETING RESEARCH MANAGER

(Los Angeles)

Mattel's continued expansion has created immediate need for a professionally trained market research manager to replace our current manager who was recently promoted.

Background must include five to ten years consumer research experience including a working knowledge of survey methodology, store audits, use tests and sales analysis. Bachelors degree in marketing necessary.

Excellent growth potential with the Industrial Leader.
Send resume including salary history to:

Mr. Dick O'Brien

MATTEL TOYS
5150 Rosecrans, Hawthorne, Calif.

the copy shop

MU 3-1455
270 madison/ny 16

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Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

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Major Chicago agency wants top creative writer who can spark ideas and campaigns, work directly with artists, creating major consumer and industrial promotions. You furnish the flow of ideas and copy, we'll make it worth your while. Send record of achievement to:

Box 172, ADVERTISING AGE
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Rapidly expanding division of a major East Coast Aircraft and Missile Corporation needs a professional designer, visualizer for promotion and presentation pieces. This new position offers big growth potential to a young man (28-35) who wants to get ahead rapidly. Man selected can build own department. Experience and knowledge of New York supplier area essential.

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All replies treated confidentially.

Box 156, Advertising Age
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TOLEDO 2, OHIO
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WHO NEEDS IT?

YOU NEVER KNOW!
JEF

SALES PROMOTION MANAGER

Exceptional opportunity for experienced, salesminded promotion executive with leading corporation in building products field. Related experience desirable but not essential. Excellent salary, important group benefits, unlimited future. Confidential.

Box 174, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

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PUBLICITY
CONVENTION

COMMERCIAL
INDUSTRIAL

Sales Manager For Rent

My knowledge gained by 20 years experience in white space and industrial products sales, at all levels of industry, can be applied profitably if used by an industrial publisher or manufacturer to head his sales team. Working knowledge of advertising and sales promotion also included. Can submit references from Nationally recognized concerns. Write me at

Box 170, ADVERTISING AGE
Chicago, Illinois

HOME FOR SALE
Owner Moving to Florida

must sell six room, partially furnished, red roman brick ranch home, nicely shrubbed, newly reduced in price for early occupancy. Three bedrooms, bath, powder room, thermopane windows, carpeting and draperies plus many desirable extras. Enclosed porch overlooking back lawn. A good neighborhood of comparable homes, close to shopping, transportation, churches, both public grade and parochial schools. Priced middle twenties plus.

John Coons, 623 Deerfield Road,
Deerfield, Ill., WI 5-5100

WANTED:
FARM WRITER WITH A FLAIR

Have you a farm background? Can you write sparkling, persuasive copy about farm products and farm conditions? Are you also an agency man, fairly young (thirtyish)? Then send details of education, experience, salary, to substantial 4A Chicago agency. Our own writers know about this ad.

Box 167, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

EDITOR FOR ANNUAL MARKET DATA BOOK

Here is an opportunity for an experienced man to take over as editor of Industrial Marketing's annual Market Data Book. Prefer man with experience in editing and producing a similar type of editorial-statistical yearbook. Salary open, depending upon age and experience.

Phone or write John Barnett, Advertising Publications, Inc., Chicago 11, Ill. (Delaware 7-5200)

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COPYWRITER—Agency Print-Radio-Tv—Agri	$15,000.
MARKETING-RESEARCH DIR. Agency	13,000.
COPYWRITER—Agency Industrial	9,000.

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110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

Looking For HELP?

try the "help wanted" columns of Advertising Age's "The Advertising Market Place"

WANTED
Larger Agency Affiliation

There's a 5 to 6 man agency wanting to affiliate with a larger prestige agency having a major account or seeking major accounts in Indianapolis. Our objective: To upgrade account size, broaden service. Yours: To gain an office.

Box 169, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CREATIVE HOUSE
PERSONNEL

WE NEED A COSMETIC TEAM FAST!

To make the Ad Age deadline this week, we had to write this ad in five minutes flat.

We expect you to answer it that fast, too—by phone, telegram, or slow-poke airmail, if you stand on a dime.

These Chicago agency spots must be filled this week—so here's your chance to surprise your spouse with a new job for Christmas.

Marketing Man. We need a superman of the supermarkets and drug stores to take one of the hottest cosmetic lines high in the sky, without fallout.
to $20,000

TV/Print Gal. Where are you, doll face? We need you on one of the most exciting cosmetic accounts whose stock ever went crazy on the N. Y. Stock Exchange.
to $20,000

Toiletries A. E. If you can really sit on top of an account, we'll put you on top of a mountain, backed by one of the most brilliant creative teams in the business.
to $17,000

Cosmetic A. E. What a spot for an account man who knows what little girls are made of, and who knows what it takes to sell the girls who make the men with the cosmetics so many little girls are made of.
to $17,000

The fees on these jobs are paid by the agency, so there's no need to outwit Creative House as to whose jobs they are. Cosmetic experience is a must. So is a strong marketing background. Age limit is 40.

Come as you are—but come.

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 E. OAK • CHICAGO 11 • DE 7-0001

Hiram Walker Reports Boosts in '61 Sales, Earnings

WALKERVILLE, ONT., Nov. 28—Hiram Walker-Gooderham & Worts, 59th largest advertiser in the U. S. last year, reported today that in the fiscal year ended Aug. 31, selling and operating expenses took 7.7¢ of every dollar of sales income. Total sales for fiscal 1961 were a record $449,889,391, compared with $440,179,873 the year before.

Walker, whose top brand is Canadian Club, second largest selling whisky in the U. S., reported earnings of $26,362,652, as against $25,050,258 in 1960.

The 7.7¢ per dollar for selling and general expenses worked out to a total of $55,602,967, as against $54,922,956 in 1960. Last year, roughly one-third of this ($16,275,000) went into advertising. #

ARB Must Pay Fee to Nielsen

Federal District Court, New York, has ruled that the American Research Bureau division of C-E-I-R Inc. must pay A. C. Nielsen Co. a license fee for ARB's use of a metering device as part of its Arbitron overnight ratings reports. The court ruling was based on a patent infringement suit brought by Nielsen against ARB in 1958. Terms of the licensing agreement were not disclosed.

Bohmbach to Join Knox Reeves

Dwight Bohmbach & Co., Chicago creative service company, will close its office Feb. 1, and Mr. Bohmbach will join Knox Reeves Advertising, Minneapolis, as vp and copy director. Prior to forming his own company two years ago Mr. Bohmbach was a copy group head of Leo Burnett Co., Chicago, and before that was a copy group head of Knox Reeves.

WOULD YOU PLEASE WRITE US . . .

1. If you have proved yourself to be a professional copywriter, with style
2. If you have personally solved interesting marketing problems with imaginative campaign ideas
3. If you have enjoyed working on non-consumer accounts during your career
4. If you consider yourself to be as good a contact man as you are a creative man

If you honestly feel that you qualify on all four of the above criteria; if you are intrigued with being part of a dynamic, specialized agency; and if you are interested in being challenged to prove your measure, please send a complete resume (plus a sample of your writing style or creative contribution) to . . .

MARSTELLER INC.
Attn. Mr. Scheff
185 North Wabash Avenue
Chicago 1, Illinois

Procter & Gamble
ADVERTISING MARKETING MANAGEMENT

This is an invitation to career minded men with the ability to assume broad business responsibilities quickly. If you are selected for Procter & Gamble's Advertising Department, you would join a small marketing group where you would receive excellent, on the job training, and share in the responsibility for marketing an important, nationally advertised consumer product. You would work closely with other Company Departments on developing sales promotions and on coordinating the consumer and market research, product development, and financial planning for your brand. You would also work closely with the Advertising Agency in planning both long range and short term marketing strategy, and advertising execution.

Specialized training or experience in advertising and marketing is not required for application. Good general business potential, a high degree of native intelligence, and the ability to work smoothly with many types of people will be considered foremost.

The four Consumer Goods Divisions of Procter & Gamble are expanding rapidly. This expansion, together with our policy of always filling management openings by promotion from within, is creating an outstanding career opportunity.

MAIL THIS COUPON TODAY FOR COMPLETE INFORMATION

Mr. H. H. Wilson, Dept. AA1204
Procter & Gamble
P.O. Box 599
Cincinnati, Ohio

Dear Mr. Wilson: Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a .... from .... in ....
(degree) (school) (year)

Name ....

Address ....

City .... Zone.... State ....

An Equal Opportunity Employer

Foster Fish Wagner Milham Lund Spectorsky Stahl Culligan

AFA REGIONAL MEETING—*Cedric Foster, Mutual Broadcasting System news analyst, chats with Jim Fish, General Mills, Minneapolis, and former AFA chairman; A. Inez Wagner, Klau-Van Pietersom-Dunlap, Milwaukee; and Roy Milham, General Outdoor Advertising Co., St. Paul-Minneapolis, at the eighth district convention of Advertising Federation of America, held in St. Paul. Host Bert O. Lund, of The Farmer, St. Paul, governor of the eighth district, welcomes speakers to the annual meeting. They are A. C. Spectorsky, Show Business Illustrated, Chicago; Gerald Stahl, Gerald Stahl Inc., New York industrial designer; and Robert E. Culligan, Revere Camera Co.*

Aggressive Ads, Marketing Can Push Current Boom to '63, Cohen Tells AFA

ST. PAUL, Nov. 28—Aggressive advertising and marketing policies could help extend the current business boom through 1962 and into 1963, Morris Cohen, associate editor of *Fortune*, said here last week.

Speaking at the eighth district convention of the Advertising Federation of America, Mr. Cohen said almost every business sector except the foreign trade balance will be up in 1962.

"While individually each sector might not be characterized by a boom, when you add them all up you certainly get a very strong picture," he said. "Here is a case where the whole is greater than the mere sum of its parts."

■ By moving ahead with confidence, Mr. Cohen told the delegates, "you can, through your advertising and marketing strategies, take advantage of the opportunities that will be present in 1962."

A business boom does not happen automatically, he said. "People make it happen, and some of those people are right in this audience."

Surveying today's economic outlook, Mr. Cohen noted that industrial production in October was at a new peak, almost 11% higher than the low point last February.

"This month, we estimate that industrial production has gone up again, and December should see a further rise," he said. "The rate of private housing starts, outside the farm area, rose to over 1,400,000, the highest since December, 1959. . . . Retail sales advanced in October, after a long period of stability."

■ Christmas trade, Mr. Cohen said, should break all records because personal income rose sharply last month and almost a million more workers had jobs than in February.

Consumers, he said, have shed their caution. They are now spending freely and next year, as income rises still further, they will unbutton their purses even more, particularly for automobiles, furniture and appliances.

"I wouldn't be surprised to see retail sales of new automobiles crowding the previous record of over 7,000,000 cars registered in 1955," Mr. Cohen said.

Gerald Stahl, president of Gerald Stahl Inc., New York industrial designer, told the convention a corporate identity program is a simple answer to the complex problem of building favorable recognition for the manufacturer and the integrity of all his products.

"We're very close to the time when no one company can give adequate advertising coverage to all of its products," he said. "We all remember the time when a cigaret company was expected to make cigarets. Nowadays, the same company also makes razors, electronic equipment, plastics and electric appliances in addition to 15 separate brands of cigarets."

Under these conditions, Mr. Stahl said, the consumer has to be sold on the integrity and reliability of the maker of the product: The company itself.

"The purchaser has to believe that if a product has a recognized company identification, then the product has to be good," he said.

Mr. Stahl's company has just completed a new corporate identity program for Minnesota Mining & Mfg. Co., St. Paul.

Robert E. Culligan, advertising supervisor for Revere Camera Co., a 3M subsidiary, described how the program ties together 500 product lines and 27,000 distinct products of 30 company divisions under the 3M label. ≠

Lamb Gardner Fisher Schaefer

Sandell Proud Ryan Bernstein

ADMEN TOGETHER—*Gathered at the annual meeting of the eighth district of the Advertising Federation of America in St. Paul were John Lamb, Batten, Barton, Durstine & Osborn; Ruth Gardner, AFA club services; Robert Fisher, WDAV-TV, Fargo, N. D.; and Donald J. Schaefer, president of the Madison, Wis., advertising club. George Sandell, Minnesota Mining & Mfg. Co., general chairman of the convention, distributes the Bell Ringer awards of the St. Paul adclub to C. James Proud, AFA president and general manager; Ed Ryan, Ryan-Coleman, president of the St. Paul Club; and Sid Bernstein, Advertising Publications, Chicago.*

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''GOING UP-P-P...''

In pace with Southern New Jersey's three rich and rapidly expanding Counties of Atlantic, Cape May and Cumberland, the PRESS now delivers more A.B.C. circulation than all other daily and weekly papers in this area combined.

Atlantic City Press
Southern New Jersey's
"Good Morning" Newspaper
ROLLAND L. ADAMS, President
Represented by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
DOYLE & HAWLEY DIVISION

BROADCASTING MAGAZINE URGES SWING TO COLOR TV

In a recent issue, Broadcasting Magazine says, "The self-interest of all broadcasters requires a complete swing to Color broadcasting." Why don't you get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, N. Y. 20, N. Y., Tel: CO 5-5900

On the International Scene . . .

West German Advertisers' Dilemma: Find Ad Time on Just One Network

By Hazel Guild

FRANKFURT, Nov. 29—The problem for West German television in 1962 is simple: How do we find more commercial time for our clamoring advertisers?

One of the country's leading advertising agency associations has just condemned the shortage of commercial time—with a hopeful eye cast in the direction of a new tv network slated to start broadcasting next fall.

The agency association, Arbeitsgemeinschaft Werbeagenturen u. Marketingberatung (AWM); headquartered in Frankfurt, just leveled a charge at the board of directors of the Bavarian Television in Munich, protesting the extreme shortage of time for commercial programs in Bavaria. The letter notes that it is almost impossible to introduce any new products via television because of the scarcity of bookings.

■ The Bavarian Commercial Television Co. recently decided that it would be impossible to allow new advertisers, or new products, to appear on television during 1962, and that the scant time allowed for spots would be allotted only to previous advertisers.

AWM countered that this amounted virtually to a monopoly and a form of discrimination against new business, and urged that the television time be extended.

In the last few days, West Germany's mad scramble for 1962 television time has been resolved, with advertisers clamoring for the especially attractive pre-Christmas slots in November and December, 1962. And of course, many were disappointed as their requests for time were either turned down completely, or their suggested time buys reduced considerably.

■ The country now has about 5,000,000 television sets, and recently inaugurated a second channel—which actually broadcasts for only about two hours nightly and often carries repeats of shows previously screened on the first channel.

There is no television commercial time on the second channel at all, and most of the spots on the first channel are lumped together for five minutes at the beginning and end of the show that occupies the time from 7:30 until 8 p.m.

With the tremendous increase in the number of television sets here, advertisers have also turned increasingly to the new medium. Problem is that the television stations tend to reserve the time for their old clients, and newcomers don't even get a crack at the screen.

■ The time, some ad agencies claim, has another drawback in that, since it follows dinner, the censors lay a heavy hand on anything that would be unsuitable, unpleasant, unappetizing or not for the kiddies. Many medicines, deodorants, and such products are banned. The agencies claim that several groups of accounts, such as soaps, cigarets, cosmetics and alcohol, have just about an "exclusive," because they have been longtime spot ad buyers.

Prices for the spot ads have been boosted as well. Sample new rates for 15-minute spots: Cologne, $1,925; Hamburg, $812; Stuttgart, $600; Munich, $450; Frankfurt, $362; Saarland, $131; and Berlin, $290.

The recent price increase did not cut down on business, and the demand for time is heavier than ever. It is hoped that added commercial time can be allotted, during the late afternoons or earlier evening.

■ Meanwhile, one station, South West German tv, Baden-Baden, has just celebrated the 500th entertainment program which it has offered its listeners for the commercial time slot. The landmark was achieved Nov. 10, and the show carried the same title as the station's original commercial show Jan. 3, 1958. Both were named "Southwest Magazine." During the last four years, the station has produced 211 of its own programs, and has also offered listeners many top American shows during this period, including "Inspector Garret" and "Father Knows Best."

Now one of the major hopes for the advertisers (and viewers) is that the long-awaited independent third channel will finally come into being.

■ The two programs now in existence are both produced by the various lands and in the hands of the same local groups, so they are referred to as Deutsches Fernsehen Program I and Program II.

The new group, entirely independent and separate, will be called Second German Television (Zweites Deutsches Fernsehen). Latest word is that it will be functioning by Oct. 1, 1962,—somewhat later than its original target month, July. Second TV will cover all of West Germany, except for the Saarland, which is having financial troubles in maintaining its obligations with TV Net No. 1. There are also problems in Bavaria, since that state hopes to have its own regional program. But it is fairly certain that nine states of West Germany will offer the second tv network.

Important representatives of the publishing industry and the entertainment industry are behind the group who will control this Net No. 2, and it is expected that there will be considerable commercial time.

■ The organization set to control the new operation is called Fernseh-Union, Munich (Television Union of Munich), headed by Bertelsmann Publishing, and with Kindler Publishing; Emer-Knaur Publishing; the Schott Publishers; Deutsche Grammophon; Tellux of Rottenburg; Eykon Productions of Stuttgart; Duesseldorf's Radio Film Co. and UFA-Film-Hansa and Filmaufbau, all part of the operation.

Thus Germany's major publishers, record industry representatives, and film producers are included.

■ Initially, the new net will offer only about five hours of shows weekly, and it now has 30 programs ready to go. It is expected that, similar to Net No. 1, the advertisers will have no control over the programs but will be able to buy commercials at the beginning and end of half-hour segments. The budget for productions is from about $625 to $875 per minute.

The future for the German advertisers and agencies will be less gloomy when the second net gets into operation, and the big hope here is that the first net will admit the need and eventually leave more time free for advertisers. #

Riddle
Beare
Evans
McNamara
Koga
Sherman

AUSSIE ADMEN ASSEMBLE—*E. H. Evans, new president of the Australia Assn. of National Advertisers, addresses the Australian Assn. of Advertising Agencies convention. Also at the speakers' table were D. J. Riddle, ad director, Melbourne Herald and Weekly Times; H. Beare, Brisbane; Lindsay J. McNamara, L. J. McNamara Advertising Service, past president; Kano Koga, managing director, Dentsu Advertising, Tokyo; and D. S. Sherman, general manager, Queensland Newspapers.*

Unilever, Hedley to Push Wash Machine Detergent Tablets

LONDON, Nov. 28—Both Unilever and Thomas Hedley, British subsidiary of Procter & Gamble, are on the point of marketing new detergents in tablet form for use in domestic washing machines.

Hedley is apparently farther forward in its launching plans than its rival.

Since the end of October, Hedley has been test marketing its tablet detergent, Spic, in the northeastern cities of Huddersfield and York.

Benton & Bowles is handling the test campaign, which is mainly confined to local press advertising in the two test towns.

A packet of Spic, containing 12 detergent tablets, retails at 35¢. The product is described as half way between a detergent and a soap.

A spokesman for Unilever, Hedley's main competitor in the soap and detergent fields, said:

■ "We are testing internally a similar type of product in tablet form for washing machines."

No details were available on when Unilever expects to begin test marketing of the product, or when either company expects to have its product available nationally.

In the U.S., Lever Bros. has several pre-measured detergents on the market. Foremost is Vim tablets, test marketed about 14 months ago and now with distribution in "well over 50%" of the country. In test markets are Blue Hum, detergent packaged in water-soluble plastic; handy-pack All, similar rto Hum, but white; and Measure-Matic Rinso Blue, which is premeasured in the carton rather than separate packs.

Among Procter & Gamble's U.S. pre-measured products are Salvo tablets and Tide Redi-Paks. #

CTV Opens N.Y. Office

CTV Television Network Ltd., Montreal, the new commercial network that went on the air in September, will open a U.S. sales office at 535 Fifth Ave., New York, on Dec. 4. Kenneth M. Flower, formerly an account executive with CBS Films, has been appointed national U.S. sales manager for the network. The New York office is being opened to reach all U.S. clients and agencies not represented in Canada.

ANTIPODAL 4A's—*Kano Koga, Dentsu Advertising managing director, (left), chats with Tom R. Carruthers, chairman, J. Walter Thompson, Sydney, new president of the Australian Assn. of Advertising Agencies, at the 4A's convention at Surfers' Paradise, Queensland.*

More Research on Europe's Teens Is Needed, Belgium Session Told

Like U.S. Counterparts They Spend, Read Own Magazines, Houtart Says

BRUSSELS, Nov. 28—Advertising men from all over Europe gathered here early this month for an international seminar on teen agers organized by the Belgian Advertising Agencies' Assn.

Chairman Abbe Francois Houtart, summing up at the end of the seminar, said it was evident that not sufficient was known about teen agers and their place in marketing.

"I think we can say we note the necessity for research covering all aspects of teen agers from psychological, physiological, sociological and economic points of view," he declared.

C. W. C. L. Brandenburg, advertising head of the Dutch publishing firm De Geillustreerde, stressed the tremendous purchasing power of the teen agers and the fact that much more research should be devoted to them.

■ "Young people are more independent of their parents now, and we ought to listen to them seriously," he said.

Mr. Brandenburg said they have large sums of money to spend on such things as clothes, cosmetics, recordings, and motor scooters—much more money to spend than their parents had.

Mark Abrams, research head of the London Press Exchange, in a paper read by his colleague, Donald Monk, made the point that business men were on the whole unfamiliar with the media most relevant for reaching teen agers.

In all western European countries the teen agers have developed an interest in particular mass media which is not shared by their

(Continued on Page 98)

Heinz Picks Dorland as Its 'Varieties' in Britain Reach 55

LONDON, Nov. 28—H. J. Heinz Ltd., British subsidiary of the American food company, has appointed a second agency.

Effective Jan. 1, 1962, Dorland Advertising will handle advertising for the pasta and baby foods divisions of Heinz.

The present agency is Young & Rubicam, which has been responsible for the whole of the Heinz account since October, 1948, with the exception of outdoor and export advertising.

A spokesman for Heinz described its baby foods products as constituting one of the most rapidly expanding areas in the company's business. It now embraces 55 varieties, 18 of which have been added in the last 18 months. #

elders. In Britain, for instance, nearly half the country's 5,000,000 teen agers visit a cinema at least once a week whereas most adults visit the cinema only occasionally.

■ Britain has at least half a dozen flourishing teen agers' magazines which have practically no adult readership.

In shaping their consumption standards and habits, teen agers depend very heavily on the United States, the one industrial country in the world that has long had experience in providing goods and services for prosperous working-class teen agers.

Stanley J. Orwell of Britain's Market Investigations Ltd. said a survey by his company showed Britain's teen agers have a total disposable income of $8,400,000 per day. Their fixed spending commitments are relatively low and their expenditure fully mobile.

"They could, if the fashion dictated, spend the bulk of their money on clothes, and if, to take an extreme example, they spent all their spare money on one trade, they could pay for 60% of the total adult expenditure on clothes and footwear, or about ten times the adult expenditure on toilet goods and cosmetics.

■ "These same young people could pay for all the sport goods, toys, bicycles and phonograph records that adults buy and still have enough left to buy all the adults' sweets and chocolates," he said.

The teen age market is doubly interesting and doubly dangerous for the manufacturer, he declared, because of the money spent in a manufacturer's product field and the money that could be spent.

But there is the danger of losing business through a whim of fashion and a danger that a manufacturer who sells a wide range of goods might gain the teen age market at the cost of alienating the rest of his customers.

■ But Henry Durant, of Britain's Social Surveys (Gallup Poll) Ltd., told the seminar that the total expenditure of young people should be seen in perspective.

Basing his paper on a three-year study of young people aged from 16 to 18 begun in 1960, Mr. Durant said the group numbers 2,100,000 and forms 5% of the adult population in England, Scotland and Wales.

Their expenditure in various product groups, however, rarely exceeds 2.5% of the national expenditure, that is, no more than one-half of their population weight. The highest proportion was 3.5% in the field of clothing and footwear.

In some important expenditure groups, teen agers account for little more than 1% of the national expenditure, said Mr. Durant.

Their income is no more than 2.2% of the total personal disposable income, estimated in 1959 to be $47.6 billion.

The true teen ager market, he contended, is small, almost insignificant, and clearly over shadowed by the children's market. #

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It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

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Regina Must Police List Price Use by Co-op-Aided Stores: FTC Examiner

(Continued from Page 1)

to explain special co-op benefits which are given to some customers but not others.

The case, involving promotion of Exquisite Form brassieres, was decided against the company more than a year ago. A dissent by former Commissioner Edwart T. Tait contended that the company should have been allowed to defend the co-op payments under the "good faith" clause of the Robinson-Patman Act, but the majority insisted that Congress phrased the law so that the "good faith" defense is available only in price discount cases, and not in cases involving co-op advertising, which are governed by a separate section.

The appeals court not only referred to the Tait dissent but also noted, with approval, a similar dissent by Commissioner Philip Elman in the Shulton case this August. In adopting the Robinson-Patman Act, including the good faith defense, the court said, "Congress was here dealing with a fundamental economic concept; it was not shadow boxing or engaging in fine semantic shadings."

■ The Regina case moved toward decision in record breaking time, as FTC cases go. Filed on March 14 of this year, it contended Regina's suggested list prices were fictitious because they exceeded the usual and customary retail prices for the products.

While the examiner agreed that the products seldom sold at the suggested list level, he argued that this wasn't very significant. The chief purpose of suggested list prices in the appliance industry, he claimed, is to provide a means of identification.

A requirement that list prices actually reflect the customary price in each market would put an impossible burden on manufacturers, he said, and would not yield commensurate benefit to the public since the same result could be achieved through the use of fair trade or some similar method of fixing a retail list price.

■ "The list price method of doing business, however, it may be abused and subverted to harmful practices, has become a way of life," he wrote. "The consumer is habituated to it and for him it provides both identification and comparison standards among different brands of the same commodity.

"It is conceded and there is no doubt that there are gullible consumers who pay the list prices. This happens when it is used for the purposes of deception. I do not mean to imply that the gullible consumer should not be protected when I say that the general populace knows that a list price is only a means of identification and a starting point for value to be fixed ultimately by the forces of competition. Our duty is to protect the gullible consumer within the framework of existing and lawful practices."

■ While he said there was no need to root out the use of suggested list prices, he proposed a two step order to see that suggested list is not used for deceptive purposes. Under his order, lists are to contain warnings that they are for identification purposes only, and are not to be represented as customary selling prices. Secondly, his order specified that Regina is not to pay anything of value to any company doing anything which violates the warnings that are attached to the suggested list price.

In a discussion of the difficulties involved in determining customary selling price, he said that in our competitive economy prices vary according to market and type of outlet.

■ "Today's retail market is not an orderly market," he observed. "Prices are not stable. Variations result mainly from competition. This is nothing new and this is good. However, different retailers have different motives and objectives and they have varying methods of operation.

"There are and always will be the conventional retail outlets as we knew them before the era of discount stores . . . Among the current varieties are catalog houses, mail-order houses, 'I can get it for you wholesale' operators, 'markdown' (discount) appliance and general stores, closed-door, class or group stores, and stamp plans, to name a few.

■ "A list-priced brand name article, marked down, is used as a lure to get customers into a store in the hope that when there he will buy other goods bringing higher markups. Some dealers are interested only in volume, traffic and quick turnover. Some need to raise cash in a hurry. Some want to make themselves known to the area. Some dealers give only price, do not have large selections of adequate stock, provide no information or guidance, do not install, do not instruct as to use or operation, do not give credit, do not deliver, while others provide some or all of these services.

"Some stores are little more than barns, and others are beautifully furnished and lighted. These factors matched against the demands or preferences or needs of the customer determine the actual retail prices of goods today. They have become part of the 'competition' concept."

In a footnote, the examiner said he questions "the use of the term 'discount stores' as it is used today. Once upon a time there were 'discount stores' but today they might be termed more properly 'competition stores'." #

Bates Acquires Agence Francaise

(Continued from Page 1)

Francaise de Propagande, was named president and director general of A.F.P.-Ted Bates. Pierre Guichenne, president and founder of the agency in 1930, becomes a consultant to the new agency. Raymond Aubert continues as creative director, a post held since 1945.

The agency's board of directors will include Mr. de Malherbe; John Metcalf, deputy chairman of Hobson, Bates & Partners; Phillippe Ogier D'Ivry; Rosser Reeves, chairman of Ted Bates & Co.; and J. Ross MacLennan, a Bates senior vp. Messrs. Reeves and MacLennan were in Paris this week.

Mr. Guichenne, the French directors and other agency members will continue as shareholders.

The French agency has some 25 consumer goods clients, ranging from canned goods to textiles, a staff of 90, and ranks itself among France's top ten agencies.

■ In New York, Bates handles 18 companies in the package goods fields, many of whom—like Colgate-Palmolive, Warner-Lambert Pharmaceutical, American Home Products, Standard Brands and Waterman-Bic Pen Co.—are international marketers. Waterman-Bic was originally an A.F.P. account, perhaps one of its biggest, and the agency was widely credited for the Bic expansion in Europe.

Bates was founded 21 years ago. The combined organization today numbers about 1,300 people, with estimated worldwide billings of some $170,000,000. The London agency billed $10,000,000 in 1960. #

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D'Arcy Appoints Norberg Marketing Research Manager

D'Arcy Advertising Co., Chicago, has appointed Gordon A. Norberg marketing research manager.

Gordon A. Norberg

Mr. Norberg formerly was with Wade Advertising, Chicago, where he had been director of marketing and research since 1947. He also has been with A. C. Nielsen Co. Mr. Norberg will report to Nicholas L. Turkevich, director of marketing research.

WTRY Changes Format; Expands Music, Features

WTRY, Albany-Schenectady-Troy, N. Y., has revamped its programing format from strictly pop music fare to a more diversified musical schedule which will include big band and show tunes. The station also will eliminate 16 mid-day and nighttime newscasts daily in favor of broadcasting news as it is received with hourly headlines and 11 five- and ten-minute newscasts daily.

The station will add some 250 one and one-half to three-minute featurettes weekly on subjects ranging from sports to medicine.

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A Slice of LIFE in Chicago:

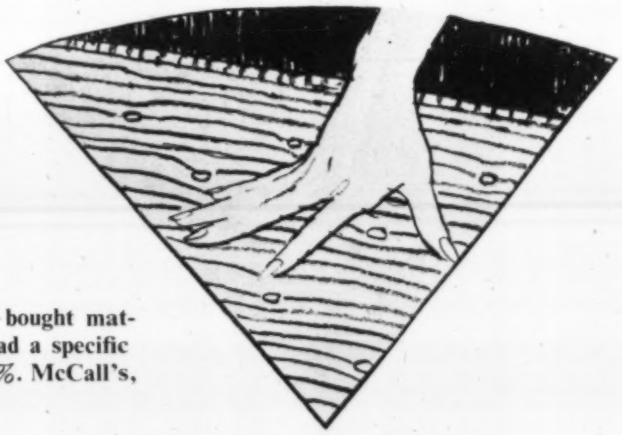
72% of the best customers of H. C. Wienecke, outstanding hardware retailer, read a specific issue of LIFE. (Post, 36%. Better Homes, 23%.)

A Slice of LIFE in Cleveland:

66% of the best customers of Avellone's Drug Store in Bay Village, Ohio (a suburb of Cleveland) read a specific issue of LIFE. (Look, 53%. Post, 45%.)

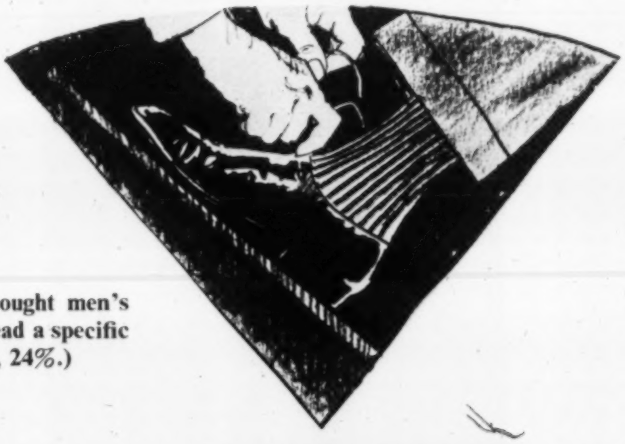
A Slice of LIFE in Los Angeles:

57% of customers who recently bought mattresses in Barker Bros. Corp. read a specific issue of LIFE. (Better Homes, 33%. McCall's, 29%. Post, 26%.)



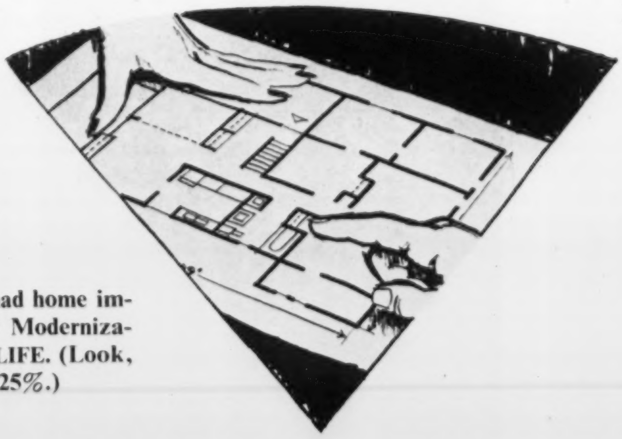
A Slice of LIFE in Chicago:

41% of the people who recently bought men's clothing at Carson, Pirie, Scott read a specific issue of LIFE. (Look, 29%. Post, 24%.)



A Slice of LIFE on Long Island:

63% of the people who recently had home improvements made by Richheimer Modernization, Inc. read a specific issue of LIFE. (Look, 38%. Post, 28%. Better Homes, 25%.)



WHAT MAGAZINES DO *Your* *Customers* READ?

When you're judging an advertising medium, it's important to know **how many** people it reaches.

But it's even more important to know **who** they are.

Are they just people, or are they **customers?**

In short, **do the people who buy the products you sell read the magazine you advertise in?**

Six months ago Alfred Politz Media Studies and LIFE began a continuing study to help you answer this important question. From sales slips and charge account lists supplied by retailers, they got the names of actual customers of stores all across the country. Then they asked these **known** customers whether they'd read **specific** issues of **specific** magazines.

In the studies completed so far, at least 65% of the customers interviewed had read **at least one** of the magazines shown them. **And in almost every case, the magazine most widely read was LIFE.**

Ask your LIFE salesman to show you more of this continuing Slice of LIFE study.

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